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EDITORIAL WRITING ETHICS, POLICY, PRACTICE

Matthew
BY
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TO

HELEN McNAUGHTON SPENCER

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PREFACE

THE present volume is offered as a modest stimulus to more effective editorial writing. It is not believed that study of the volume, no matter how painstaking or faithful, can make an editorial writer out of any reader. Only vision, faith in men, a philosophy of life, and years of practical experience can do that. But it is believed that application of the principles advocated will lighten the burdens of those who need training in the fundamentals of editorial work.

This belief is based on years of experience in practical editorial writing and classroom instruction. For the past four years, and for two years before the World War, the principles and methods advocated in this volume have been followed closely in the classroom, from which students have been graduated who now are doing successful editorial work. Most of these had had no previous experience.

To experienced newspapermen the material in some of the chapters may seem dogmatic. It is not meant to be, however, except in so far as positiveness of statement is necessary to convey definite ideas to beginners. Students learn most readily from specific formulas. Instructors using the book as a text may modify the seemingly arbitrary statements in accordance with their experience and the needs of their classes.

The volume is adapted for use in colleges and for study by persons interested in editorial writing who are not attending schools. If instructors and newspaper workers generally find the work of service in producing more effective editorials, the book will have served its purpose.

The writer is under obligation to many newspapermen and teachers of journalism for aid in preparation of the volume. For valuable suggestions and criticism while writing, thanks are due to Professor Nelson Antrim Crawford, of Kansas State College; Mr. Roy D. Pinkerton, assistant editor of *The Cleveland Press*; and Professor Leo A. Borah, of the School of Journalism, University of Washington. Acknowledgment is made also to Mr. A. Wendell Brackett, of *The Montesano (Washington) Vidette*, for aid in gathering the editorials reprinted in the Appendix. Nor can the volume go to press without formal recognition of indebtedness to Professor Willard G. Bleyer, of the University of Wisconsin, whose writings on journalism have been of great value in preparation of two of the earlier chapters. The selected articles in Professor Bleyer's *Profession of Journalism* and in Thorpe's *Coming Newspaper* have also been of material service. The opinions of numerous other writers, known and unknown, in *Editor and Publisher*, *The Fourth Estate*, and similar journals have been drawn upon from time to time, and their influence is hereby gratefully acknowledged.

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EDITORIAL WRITING

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PART I

EDITORIALS AND EDITORIAL WORK

EDITORIAL WRITING

I

INTRODUCTION

MR. WILLIAM PETER HAMILTON, editor of *The Wall Street Journal*, was quoted in *Editor and Publisher* recently as saying that, of the 22,000 editorials published in the United States every week, "21,500 might far better never have been printed." The excessive proportion of valueless editorials Mr. Hamilton attributed to "lack of disciplined thought."

In an article on "The Useless Editorial Page" in *The Quill*, official publication of the Sigma Delta Chi undergraduate journalistic fraternity, Mr. W. K. Kelsey, editorial writer on *The Detroit News*, said also: "There are about a dozen journals in the United States whose editorial pages are useful to the community. The others could abolish theirs without causing either national or local loss." Mr. Kelsey attributed the uselessness of the editorial page in large measure to the fact that editorial writers "realize they are not fitted for the duties thrust upon them."

While both Mr. Hamilton's and Mr. Kelsey's statements probably are hyperboles, they raise a serious question whether our present-day editorial columns are discharging their function to the press and the reading public, particularly since the opinions expressed by Mr. Hamilton and Mr. Kelsey conform with those held by many other American newspapermen.

In the aggregate, our editorials today are as purposeful as they ever were; and they are immensely more sincere, on a higher ethical plane, freer from narrow political partisan-

ship and from personal abuse and vituperation. Yet, along with the ministerial and the teaching profession, they have lost greatly in prestige in the last seventy-five years. They do not wield the influence they did during the mid-half of the nineteenth century when Bryant, Bowles, Raymond, Dana, Godkin, Greeley, and others of that Periclean time were the reigning masters of journalism. The vantage ground of high authority, the consistent driving power, the voltage to inspire and sway men's minds—these things are lacking. From a position of first rank during and immediately preceding the Civil War they have fallen to a poor second or third, if that.

For this loss in prestige and power nine major reasons may be mentioned, some of them historical, others attributable to the newspaper profession itself: (1) the phenomenal development of the news-gathering departments; (2) the failure of editorial writers to keep in practical touch with readers; (3) the transfer of the editorial function to the news columns; (4) the territorial expansion of the United States; (5) the corporate growth of newspapers; (6) the failure on the part of editors to train and develop editorial writers; (7) the absence of impending dramatic, national crises; (8) increased education and enlightenment of the average reader; and (9) speed in newspaper production.

Growth of the News-Gathering Departments. The first step in the decline of the editorial may be said to have come during the Civil War — possibly earlier, during the Mexican War — at the time when editorials were enjoying their greatest prestige. Desire of readers for information from the battle fronts compelled owners of papers to spend enormous sums for news gathering. *The New York Herald* alone expended a full half-million dollars on its war correspondence during the Civil War, an enormous amount for the time. Every Northern army had its *Herald* head-

quarters, equipped with tents and wagons bearing the name of the paper. Nor were *The New York Tribune* and *The New York Times* far behind. Other papers added prodigiously to their expenditures for news.

This desire for news and the willingness of papers to increase their budgets for its gathering marked the beginning of the decline of the editorial. Reader interest began turning to the news columns. As the twentieth century approached, competition between the editorial column and other departments of the paper became keener and keener, with the other departments gradually winning. News came in increasing volume as a result of the telegraph and the telephone. Cartoons, which are pictured editorials, were added in profuse numbers. Feature stories, comic strips, news pictures, sporting sections, and other special departments were introduced. All the while the editorial column failed to keep pace with its competitors in either matter or treatment. Little change has been made in the physical appearance of the average editorial column in the last fifty years; and not enough has been made in the thought content or in choice of topics for discussion.

By way of illustration, contrast may be made between methods of presenting present-day editorials and news stories. As Mr. Stephen Leacock has pointed out, there are two ways to handle the information a paper has to offer. One way is to proffer it gently. Another is to throw it as in a bombshell. In the one it is given in easy, graceful, unruffled fashion. In the other it is tumultuous, explosive, white heated.

Such a difference, as Mr. Leacock points out, exists between English and American newspapers. In England editors gather the news, then present it to the reader gradually. In America we shout it at him. Hence the small headings and the general air of conservatism and respectability of the English press, and the streamer head-

lines, the bold type, and the double columns of the American paper. Hence, too, the American summary of the news in the first paragraph. The difference, as Mr. Leacock emphasizes, is not merely in type, lettering, and organization of the news. It is also in the kinds of words used and the way the news is treated. It is in the atmosphere. Americans want "gunmen," "high-powered automobiles," "death cells," and "joy riders" in their news stories. Englishmen prefer "persons of doubtful character," "houses of imprisonment," and "motors traveling at an excessive rate of speed."

Recognizing the wants of the American reader, the modern news editor has met them. He has given him the type and caliber of news he craves. But the editorial writer has not. He is still lumbering along with the staid editorial of a century ago, when American news and editorial columns were still like those of the English. There were at that time no display type and no banner heads. But the modern news editor has had to make changes to meet the wants of a changing public. The editorial writer should have made some of them.

Failure in Practical Touch. Worse even than this, the editorial writer has refused too much to concern himself with topics touching the immediate, personal interests of his readers. He has refused persistently to learn that the American nation has changed from a politically governed republic to one controlled by economics, and that in consequence the major interest of the general reading public is no longer in politics. He has not appreciated the way in which its interests have been vastly broadened and humanized. One of the liveliest departments most daily papers have, for example, is the sports page. Yet, except in notable instances, few discussions of athletics or sports appear in the editorial columns. If written, they go into the sports section. Readers interested in sports look for

them there. Such topics are beneath the dignity of the editorial page. So with the woman's page, the financial page, the dramatic and automobile sections, and other departments. Our editorial writers are still too much engrossed in politics, too much bound by tradition, too much governed by what they themselves are interested in, rather than what their readers are thinking about. And the other departments of our papers, in consequence, are decades ahead of the average editorial page.

This failure of the present-day editorial writer to give readers the type and caliber of editorials they want is due in no small measure to his indifference to the alert news writer's method of gathering material. The average editorial writer has been too much prone to sit at his type-writer and fill his columns with second-hand interpretation of what his community and the nation are doing. Instead, he ought to have escaped from his office, taken an active interest in community life and thought, met men and women leaders, sounded out the lowlier classes who were being led, and written from first-hand knowledge. When a writer has been at a strike meeting and heard the cries of hungry men, and followed it by a conference with employers who are fighting receiverships, his editorials will express a depth of feeling and conviction, and approach truth more closely than they ever could were they based on mere news reports. What we need is more editorials born of the cross-fertilization of exchanged ideas, reflecting the clash of actual combat, and picturing what the nation is doing and thinking in its innermost life. We shall get this when editorial writers spend less time in their offices and more in personal investigation.

Specialist Writers. Transfer of the editorial function to the news columns, where experts write under their own names, has had its influence on the editorial column. A national political convention is interpreted by a special

writer, possibly a nationally known statesman or author. Events in Europe, and their significance, are told by one or more foreign correspondents. Crises in Washington or messages by the President to Congress are interpreted by a Washington correspondent. The writings of these specialists, though published as news, often are purely editorial-column material.

Engagements of these experts has had a double effect on the editorial writer. For one thing, it has limited his field. Subjects he used to discuss are now handled more authoritatively by the Washington correspondent, the foreign correspondent, and the nationally known statesman. He defers to their more expert opinion and looks elsewhere for editorial subjects, or else contents himself with comment on their views.

In the second place, the Washington correspondent, the European correspondent, and the other specialists have possessed themselves of the reader confidence that used to belong to the editorial writer. Reader allegiance, once his, has gone now to the special writers. The average modern reader, wanting to know what conclusions to draw from an unexpected diplomatic move in Europe or a new bill in Congress, looks to his favorite writer in that field for an explanation. And if an editorial in the same paper chances to differ, the editorial, being written by a general practitioner rather than a specialist, is therefore assumed to be wrong. The newspaper itself has gained unquestionably in authoritativeness as a result of the signed special articles. But the editorial column has just as certainly lost in prestige.

Territorial Growth of the United States. The territorial growth of the United States and our quick exchange of telegraphic news have had their effect as well. When Horace Greeley was editor of *The Tribune*, it was a national newspaper — national by reason of the fact that the

government of the United States rested at that time almost wholly in the limited territory lying within a few hundred miles of New York City, and by reason of the further fact that readers were not insistent on having their news within a few hours after it came from the press. The Middle West was in its infancy when *The New York Tribune* was founded in 1841. Chicago was a village of less than five thousand. Montana, Nebraska, and Kansas in 1850 were still in the great "unorganized territory." Gold had been discovered only recently in California, and the whole Pacific coast was pioneer country. Political control lay within the vicinity of New York, Philadelphia, and Washington. And the editorial column of any paper that could circulate widely over that territory enjoyed national influence.

Not so any more. The great Middle West has grown to be almost if not quite as influential as the East. Virginia, mother of presidents, has not held her place of prestige. And a paper, to be national, must cover the country from coast to coast. This is no longer possible, because of the telegraphic service that all daily papers have now. Horace Greeley's *Weekly Tribune*, it is said, went into almost every parsonage and college and farmer's home in the Northern States. But the weekly edition of the daily paper is passé now. Readers, able to get their news from their local papers almost before the ink is dry, will not wait for another journal from the distant metropolis, even though the news may be fuller and the editorials more authoritative.

In consequence, it is impossible for an editor of a single newspaper any longer to exert national influence. Editorials in *The New York Times*, *The Kansas City Star*, and *The Portland Oregonian* may be as powerful as any Greeley, Dana, or Raymond ever wrote. They often are as powerful. But their influence is limited largely to their im-

mediate sections. The policies one paper initiates may be taken up and urged by other editors. But the results are the effect of many editors working together for the time being, and are attributed to "a popular outcry in favor of the movement." The same editors, too, while agreeing on one issue, probably are at daggers' points on other policies. Such national influence as Horace Greeley's editorials exerted cannot come again except by concerted publication in strings of papers, as in those of Mr. William Randolph Hearst.

Corporate Growth of Papers. Failure of the editorial column to maintain its position of influence is due in part, too, to mere corporate growth of the newspaper. With Greeley, Bryant, and others the editorial function predominated. They superintended the editorial column personally, in their early years writing all their editorials themselves. So did most of the early masters of American journalism. They could, because their papers were small, they were the controlling owners, and it was a day of personal journalism. Readers expected doctrinal wisdom from the pens of the editors themselves. The total daily, semi-weekly, and weekly circulation of *The New York Tribune* and *The New York Herald* in 1846, for example, was less than 29,000 each. *The Herald* had 16,711 daily; *The Tribune*, only 11,455.

Nowadays, however, institutional journalism has replaced personal journalism. Few or none of the directing heads of metropolitan papers write their own editorials. For one thing, they are interested primarily in the dissemination of news. For another, they do not have time to write. The details of editing and publishing have grown to be too enormous — so enormous that many of the departments on a newspaper have become specialized professions in themselves, each demanding a corps of experts for its successful conduct. Each, however, demands a

portion of the editor's time, with the result that subordinates are employed to do the editorial writing — oftentimes at salaries that do not command the highest talent. Here possibly lies the greatest weakness in the present-day editorial column. The majority of editorial writers are not paid salaries commensurate with the worth of their work. Our editorial pages would be immensely more effective if the rewards for writing were greater. Publishers and editors in paying their writers salaries entirely incommensurate with the importance of the position, have cheated the profession most of all — though one must doubt whether hired editorial writing, no matter how brilliant, how zealous, how commissioned with authority, ever can reach heights of renown, because it speaks from a plane of subordination.

Failure to Train Editorial Writers. Failure of the average newspaper to encourage beginners in editorial writing and to train them in the way it recruits and builds up its reporting and copy-reading staffs has had its attenuating effect. Editors have been training their reporters, copy-readers, city editors, and others from cubdom, and choosing their editorial writers at random. As a result, they have a plentiful supply of star reporters. They have a surfeit of expert sport writers and society editors. They have plenty of copy-readers, dramatic reviewers, literary critics, and the like. But there is a dearth of effective editorial writers. Every editor knows the feeling, approaching panic, that he experiences on the loss of an effective editorial writer. Not that he cannot get his editorial columns filled with reading matter. He can pack them many times over any day — with filler, however, which few or none read. But strong editorials — consistently strong ones — he can obtain only after long, pains-taking, discouraging search for effective writers.

Every beginner in newspaper work looks on editorial

writing as a promotion. Yet he finds himself advised constantly to shun the editorial chair. One of the constant warnings he hears is, "Keep away from inside work; stay on the street." A further injunction is, "Don't editorialize in your news. Give facts only."

The inevitable result of such advice and training has been a drift away from editorial writing — prejudice against the "highbrow" position and lack of education for it — with a further result that relatively few of the men on the general staff school themselves to philosophic analyses of causes and effects in national, civic, and family life. They do not have an adequate philosophy of politics or government or education or life in general. In consequence, when a paper needs a new editorial writer, it is forced to go out of the profession entirely into the school-room, the law office, the pulpit, and elsewhere, for men who can fill the vacancy with any degree of success at all. Such men, knowing little about newspapers, must of necessity do only mediocre work for a long time. Meanwhile the editorial column, to that extent, suffers loss of reader confidence.

National Crises. When the editorial was at the height of its power between 1850 and 1865, full manhood suffrage in all the states was a comparatively recent privilege. Men everywhere were still jealous of the right of suffrage and eager to know how to exercise it. In addition, dramatic national problems were before the country for settlement — the Compromise of 1850, the Nebraska Bill, and overowering all, slavery. The period demanded thoughtful readers; and the thoughtful reader always has been a follower of the editorial column.

Such times have come twice since the Civil War — during the Spanish-American War first, and again during the World War. And each time the editorial column approached its pristine power. The issues were dramatic,

overtowering, touching intimately the personal life of every individual — compelling him to exercise his brain, to think. Though the reader himself believes he likes to think, in reality he likes to think as little as possible. And so long as fear, hate, poverty, or some other personal interest does not drive him to the abstract discussion contained in the editorial column, he is going to enjoy himself among the comic sections, the sporting pages, and the news columns.

Just now no impending crisis comparable with the Civil War exists. It may be objected that the world is still in the midst of great crises, approaching in magnitude even those of the Civil War, but that editorial writers are failing to see and make them understood. Possibly. On the other hand, the opposite seems true. Crises always exist. But some are greater, more dramatic than others. At the present time no terrifying threat of world war, famine, or pestilence impends. In consequence, the sporting page, the colored supplement, and the human interest story are in their heyday of popularity. The editorial, in further consequence, has become merely one of the many features of the average paper, to be read or not according to its particular excellence or the thoughtfulness of the individual reader.

Increased Education. Contradictory though the statement may seem, the rapid advance of the general reading public in education has had its effect on the prestige of the editorial. In the days of Greeley and Bryant readers were prone to accept as their own the ready-made opinions furnished them by their favorite editors; nowadays they are rather inclined to ask for the facts from which they may form their own opinions. Increased education and a growing spirit of individualism have made them more independent. Instead of turning to the editorial page to learn how to vote, they look to it — if they look at all — to see

whether the opinions expressed there agree with their own. If the opinions differ, they may suspect an ulterior motive on the part of the editor; or, no matter how effective the reasoning, they may decide that he knows no more about the question than they do. This prevalent indifference to reason is one of the hardest problems that editors have to overcome.

Speed. Finally, the demon god, speed, the satanic majesty and betrayer of the news department, has compelled homage from the editorial writer also. It is ruining many of our editorial columns. Every editorial writer knows what it means to have a piece of news break, and feel compelled to produce an editorial for the next edition, sometimes a half-hour or less away. And every writer knows what it means a month or a year later to look back over his writings and find solemn statements which, though believed at the time, were as false as hell itself.

The news department has worshiped speed as a god — frequently to its discomfiture. The editorial column too often has worshiped it as a demigod. In consequence, we have run in our editorial columns — the one department in the paper that is supposed to express mature, considered opinion — editorials that should have waited a day or a week, and then been thrown into the waste-basket. We have found ourselves condemned for our inaccuracies when we expected to be praised for our speed and progressiveness. Errors caused by effort at speed we have found attributed to us for lack of judgment. And the confidence of the public, enjoyment of which is the ambition of every editor, has been lost in consequence.

Worth of Editorials. This estimate of the place and prestige of the editorial may not be taken to imply lack of confidence in its function or its ultimate victory. Effective editorials are as much needed in newspapers today as ever. More even. With our recent phenomenal growth in

syndicated news, the one department in the paper where the editor has an opportunity to be individual is the editorial page. His comics are syndicated — identical in New York, Atlanta, Chicago, and Seattle. His national and foreign news comes from press dispatches that go to all papers alike. Even his local stories come through a city news agency, or direct from the police court, the city hall, and the federal building. Identical material once more. But the editorial page is the editor's own — the one department in the paper that he can make unique — the only one where he has an admitted right to express his individual views. It is the one place in the paper where he and his reader can think together on vital subjects in which both have a common interest.)

Our present-day editorials may not be as influential as editorials were during the Civil War. But, well written, they always will hold a place of authority in a paper, and always will be read — if not by all readers, at least by the thinking, the reflective minority, who are the leaders, those who impose their opinions on the emotion-controlled • majority, and who really count most in the life of the community and the nation.

II

THE EDITORIAL AND ITS FUNCTION

Editorial Writing both a Craft and an Art. Editorial writing is both a craft and an art. As a craft it may be taught and learned, like printing or bookkeeping. As an art only its most elementary principles can be acquired. The art of it must be born largely with the individual.

This volume deals in the main with editorial writing as a craft. Its purpose is to instruct the apprentice in the elements of the work — to acquaint him with the tools he must use in his prospective vocation. Beyond this point the genius of the individual writer must make for success or failure or mediocrity.

Definition. An editorial may be defined as a presentation of fact and opinion in concise, logical, pleasing order for the sake of entertaining, of influencing opinion, or of interpreting significant news in such a way that its importance to the average reader will be clear. Editorials deal primarily with current news of sufficient significance to warrant interpretation, but also with generalized philosophical and ethical topics that do not have any connection with passing events. An editorial is like a news story, in that it frequently contains news and that one or more of its paragraphs often corresponds to what would be the lead to a story. It differs from the news story, however, in that it usually consists largely of individual opinion and makes no pretense to being unbiased.

There are other definitions of an editorial. Mr. H. W. Brundige, once editor of the now extinct *Los Angeles Tribune*, says that an editorial, in its larger sense, is "an in-

terpretation of events viewed from the standpoint of certain definite principles or policies adopted or advocated by the newspaper publishing it." Mr. Edwin L. Shuman, a Chicago newspaperman, defines a typical editorial as a "critical interpretation of current news." Mr. Shuman continues:

The editorial writer takes up the more important news topics of the day and philosophizes on them, attempting to point out the relation of isolated facts to each other and to general principles. He seeks out historical precedents and lends perspective to events that are flat and meaningless when seen only close at hand. The editorial goes beneath the surface and seeks for causes, effects, and remedies. . . . The editorial page is the one set aside for special pleading, for partisan views, for distinctive opinions on debatable questions. The more this element fades out of it, the less reason will it have for existing.

Mr. Arthur Brisbane, on the other hand, says editorial writing is "the art of saying in a commonplace and inoffensive way what everybody knew long ago."

The "Reporter" School of Editorial Writing. These definitions show the two widely opposing schools into which present-day editorial writers are divided. One believes the editorial function is fulfilled with merely reporting public opinion—that writers should not seek to guide or direct. It holds the editorial page to be a mere reflector, a mirror of current opinion. It makes no attempt to lead. Its ideals are satisfied if it reports to its community what the community as a whole, or the nation as a whole, is thinking. Its standard is discussion, interpretation, for enlightenment of the group mind, or for mere entertainment.

The most brilliant living exponent of this type of editorial writing is Mr. Arthur Brisbane, just quoted, who says further:

The bittern carrying on his trade by the side of some swamp is about as influential as ten ordinary editorial writers rolled into one. . . . Why do we talk daily through our newspapers to millions of people and yet have not influence to elect a dog catcher? Simply because we want to sound wise, when that is impossible. Simply because we are foolish enough to think that commonplaces passed through our commonplace minds acquire some new value. . . . The best that the best editorial writer can achieve is to make the reader think for himself.¹

A melancholy comment, this, on the reward in store for one who would devote a life to Mr. Brisbane's profession. Only a salary and an ephemeral name — a few years of ineffectual fame — then oblivion! Such comment, however, is typical of the "reporter" school of editorial writing — of those whose minds have been so thoroughly imbued with the spirit of reporting the events of the world that they have allowed their news sense to transcend the editorial function. They would newsify the editorial column — make of it a mere transcript, a mirror, of public opinion.

When all is said, however, a mirror is but a mirror. It is passive. It reflects only what is put before it. It may enlighten, give back the material semblance of what its owners possess. But it lacks the zeal, the high idealism, of the pilgrim and the martyr. It urges no one on with goads and whiplashes and prayer.

One must not minimize by any means, however, the power wielded by the reporter school. Regardless of the way Mr. Brisbane belittles the power of his own work, it is a fact that he wields tremendous influence — less obvious and direct, perchance, than if he sought openly to lead, but tremendous nevertheless. Perhaps Mr. Brisbane might not be able to elect a dog catcher. His editorials, nevertheless, have aided materially in the election of mayors

¹ Quoted from *Circulation*, April, 1921.

and governors, and they have not been without their influence in the nomination of presidents. Every day they set hundreds of thousands of minds to thinking along certain well-defined lines that lead inevitably to similar conclusions. And Mr. Brisbane's very position of not striving to guide or convince proves highly effective in throwing readers off their guard and making their minds receptive to the ideas he skillfully conveys.

The Opinion School. The opposing school of editorial writers holds that the editorial page not only should reflect its community, but should lead, guide, persuade, incite, inspire — that it is as much an educational and inspirational platform as is the lecturer's rostrum or the preacher's pulpit. The prime function of every editorial page, it contends, is comment on the news, interpretation of it, and argument from it in advocacy of particular causes or men. It holds with Horace White, former editor of *The Chicago Tribune* and *The New York Evening Post*, that the paper that merely inks over a certain amount of white space daily or weekly may be a good collector of news. It may even be successful as a business venture. But such a paper can leave no mark on its time and can have no history worth looking back to.

Each of these two schools of editors has staunch supporters. Each has met with much the same financial success. One is passive, opportunistic, usually popular, and often cowardly. The other is militant, aggressive, frequently offensive, and often hated.

Vital Need for Interpretation. Many followers of the "reporter" school, convinced of the inefficacy of their editorials, and following their conviction to its inevitable conclusion, have practically eliminated editorials from their publications. Yet editorials should be a vital part of every great newspaper. Within the past century and a half our papers have developed from despised news sheets

to a rank all but equal to the church and the school in our national life. They have become a public service institution. As such, they have a greater function than mere publication of news or sale of advertising.

It is granted, of course, that an editorial page is not essential to a certain degree of newspaper success. An honest paper publishing news with complete accuracy, even though it prints no editorials, is rendering a marked service to its readers and its community. It would render a greater service, however, if it helped guide the ignorant, enlighten the uninformed, and interpret the significant events of its community and of the world.

Mere publication of the news carries with it an implied obligation to interpret it, to assist the reader in understanding the meaning and worth of the information given, to aid him in forming correct opinions about the current problems presented. In the very multiplicity of news, in its swirling vortex of whirlpools, currents, and cross-currents, readers unaided, are lost. Witness the murk in the average voter's mind when he goes to the polls to vote for twelve or fifteen of a hundred candidates for office. He has had news about every candidate whose name appears before him in the voting machine. The major three or four he knows. But he is at sea about the others. He needs the guidance of an unprejudiced, informed mind that has made a business of investigating the merits of office seekers. Such a one is, or should be, the editor, the provider of the news about the candidates. So with other questions of public policy, with problems of dance halls, state school curricula, city playgrounds, new highways, national parks, and the hundreds of other mooted issues presenting themselves annually for general discussion and intelligent solution.

Leadership Necessary. The editorial column, therefore, is essential to the greatest service in newspaper production.

Its prime function unquestionably is interpretation. But leadership also is necessary. There is no need for imperious, assertive leadership on every occasion and on all questions. In moments of quiet, when peace reigns, an editor may well content himself with developing and intensifying sentiment already created on public questions, with reporting to the community its own half-formed opinions, or with making his editorial column a reflection of the best opinion in the community or the country. In such times he may be satisfied with attaining the ideals of the "reporter" school — with having his readers lay down their papers and exclaim, "Those editorials are good; I've often thought of those things myself."

As a matter of actuality, the ideas in the editorials may never have been in the reader's mind at all. They may have been only half-formed there, bordering on his consciousness. It took the editorials to bring them out. But the editorials were worth while, in that they brought the ideas into being in another's mind.

In times of either storm or calm such writing is good beyond question, provided the community knows its course and the direction in which it is traveling. But there come times of political, social, and economic upheaval when consternation rules and the group mind is not greatly different from that of a mob. Then it is that need comes for positive, illuminating editorial leadership, to guide men from fog and danger to safety, from despondency to hope, from chaos to order. It is at such times that mankind advances most. And it is then that the great editor, the true editor, cannot shirk his second editorial function — avowed leadership. In normal times he may loll along, making articulate inarticulate public opinion, thinking with his readers rather than for them, serving as reporter or interpreter rather than guide. But in moments of crisis, he must be leader, teacher, preacher, prophet, all in one — and if need be, crusader and martyr.

The Balance Wheel. An editorial page with a purpose, a mission, with definite policies, serves as a balance wheel to a paper. It lends direction to the publication. When it evidences a background of wide information, when it shows sincerity and dares to be independent, when it displays judicial thinking and high ideals, it compels the confidence of readers. Reader confidence in turn is electrical in effect. Sub-editors, copy-readers, and reporters are the first to sense it. Appreciating it, they know what news to feature, what to play down, and what to consign to the waste-basket. They have the morale that comes with definiteness of purpose.

The business world comes next in appreciation of an authoritative editorial page. Quick to recognize the selling power of a paper whose editorial policies command the respect and confidence of readers, business men seek the advertising columns as valuable media for display and sale of their wares. The combination is invincible.

On the other hand, a paper with a purposeless editorial page, or none at all, too often is like a motor with a spent battery. The simile is commonplace but pat. The paper is without power or influence. Deterioration in the news columns usually follows neglect of the editorial function. The paper becomes a hodgepodge of uninterpreted, undigested news, generally without other aim than mere effort to incite interest among readers, and constantly face to face with sensationalism as the sole means for holding interest.

Viewed from a standpoint of practical usage, the editorial may be said to function in four ways: (1) by entertainment of the reader, (2) by making possible elimination of editorial opinion from the news columns, (3) by interpretation of significant news, and (4) by incitement to happier and more successful home, community, and national life.

Entertainment. Whether one regards entertainment as

a legitimate function may depend on one's interpretation of the word *entertainment*. Many readers are entertained by any written composition that presents a novel idea or stimulates to thought. Others demand humor, pathos, or emotional appeal. Mentality and education may prove to be determining factors in one's interpretation of the term. Certain it is, however, that numerous editors, the most successful and influential, give editorials of entertainment a place of prominence in their columns. Human interest editorials they call them, the purpose of them being to lure the less thoughtful reader to the editorial column and at the same time to lighten the tenseness of abstract thought and argument within the column. A modicum of information or ethical preaching usually is present in such editorials. But entertainment may be their sole purpose.

News in the News Columns. The second function, elimination of editorial matter from the news columns, is vital. As far as possible, personal opinion and editorial bias should be excluded from the news columns. The editorial column belongs to the editor to conduct as he understands and interprets the day's significant news. The news columns are the possession of the readers. Presentation of unbiased news there, all the news, is their demand and right. Numerous ones among them, perhaps a majority sometimes, may be so careless of the truth, of what is going on in the world about them, that they may pay no heed to whether the news they read is colored or uncolored. They may even want it warped according to their particular political, religious, or national bias. But they are the non-reflective, the emotion-controlled herd. The thinking element, the leaders, want all the facts from which to draw their own conclusions. They want the editorial column to turn to for verification or modification of their own opinions. But they want all facts from all angles first. And they are entitled to them.

Interpretation. Interpretation of the significant news of the day, it has been noted, is the prime function of the editorial. This means, on the one hand, showing the relation of local, national, and international questions to the home and the business interests of the readers, and on the other, pointing the connection between local problems and state-, nation-, and world-wide movements.¹ It means interpretation of the community to itself and the outside world, and interpretation of the outside world to the community. It means expression and mobilization of the best current opinion. The average semi-educated mind—which constitutes the major portion of our population—thinks more than it can put into words. Being unanalytical, it is unable to give reasons for its opinions, to dissect its own mind and give reasons by which it has arrived at its conclusions. It lacks power of expression—ability to voice its own convictions. This the interpretive function of the editorial does for it, making the editorial page one of the prime educational departments in the paper—one where the reader may find discussion of the vital news of the day, where he may learn to discriminate between what is trivial and what is basic in local, state, and national affairs, and hence where he may find the greatest stimulus to mental growth. Papers, fortunately or unfortunately, must print much that is trivial. And when they distinguish in the editorial column between what is substantial and what is not, they are making the column fulfil one of its definite functions.

Leadership. The fourth function, incitement to higher planes of home and community life, is the leadership function already discussed, which may be an ideal for the editorial column rather than an actual presence in it always. Certain it is, however, that there are laggards in every township. Every section has its spiritually halt and lame

¹ Cf. Bleyer, *Profession of Journalism*, xii.

and blind, who have to be aided, guided, urged, lashed. Sometimes the mob mind rules and a whole section strays. On such occasions mere publication and interpretation of the news is not adequate. Strong, selfless leadership is a necessity.

Leadership, be it emphasized, not effort to "mold public opinion," about which one hears so much from platform orators. One must decry the ambition of any editor to mold the opinion of his readers according to his standards. Molding opinion means shaping it — warping often — according to the ideals or opinions of a single person or group of individuals. It is no more justifiable than effort to mold a child's character; and that is pernicious. The life of many a man has been dwarfed because a parent of officious, commanding personality has distorted his individuality in the wrong mold during childhood years. In many respects a child and a public are alike. Each needs inspiration to development, to self-expression in individual ways. Each needs encouragement, guidance, and even warning. But neither ever needs dictation to the point of stifling originality or individuality. The editor who attempts dictation usually is forced to surrender with serious loss of prestige. But we have had editors of sufficient personal power and magnetism to dominate their communities, at the expense, however, of the highest development of their communities.

III

THE PERSONAL EQUIPMENT

Why an Editorial Career? The man or woman who aspires to editorial writing as a career should expect distinction for himself in the work or choose another calling. To win, however, he must have mental equipment and special training not demanded in other vocations, even in other departments of newspaper work. Some little-visioned individuals go into editorial writing for a mere living. Others go in for the prestige the work confers. Both, however, are failures as editorial writers. They may gain their petty ambition. They may fill an anonymous column a day with ephemeral ideas couched in appealing phrases. But they leave no impression on their time.

The man who purposed editorial writing as a career should first ask himself why. If a mere living or prestige or personal ambition is the answer, he should turn back at the beginning of his effort. He can find work elsewhere for which he is better suited. If he has merely the urge to write, he still should turn back — at least temporarily. Better that he practice other kinds of writing, that he study history, economics, sociology, world literature, until he has an adequate knowledge of the lives and aspirations of men since their beginning on the earth, until he has a philosophy of life, a message that will benefit his kind. Without the message, without something to say that one believes will benefit one's fellows, without the urge for service rather than mere self-expression, one cannot expect distinction.

Training and Qualifications. The training and qualifications most valuable for successful editorial writing may be enumerated under the following heads, which, however,

are not mutually exclusive: (1) a college or university education; (2) specialization in a particular field; (3) speed; (4) experience in general newspaper work; (5) a spirit of coöperation; (6) interest in people; (7) intellectual curiosity; (8) a judicial mind; (9) personal integrity; (10) fearlessness; (11) leadership; and (12) vision. Skill in writing is taken as a matter of course.

The ideal preparation for editorial writing is a four-year college or university course, with additional intensified training in a particular field in which one expects to specialize, and at least a year's work in a newspaper plant, in both the editorial and business departments. Not all who are ambitious to do editorial writing may be able to prepare themselves so fully. But most can obtain a good proportion of this preliminary training.

Successful editorial writing today demands immensely more thorough training than formerly. A half-century ago a college man in a newspaper office was lonesome. Horace Greeley is said to have remarked once that "of all horned cattle, a college graduate in a newspaper office is the worst." At that time any printer might become an editorial writer — a successful one. Many even became famous. Even today a man from the "case" may become an effective editorial writer. But the time has passed when he can expect notable success. Readers of the editorial page have become too well educated to follow any but skilled, trained writers.

The College Education. A college education is needful for four reasons: (1) it gives one a knowledge of a wide variety of subjects; (2) it offers opportunity for specialization in a particular field; (3) it provides something more than elementary training in writing — and through schools of journalism, offers preliminary instruction in general newspaper work; and (4) it trains one to observe accurately, to think logically, and to express oneself clearly

and effectively. The increasing estimation in which a higher education is held in newspaper offices today is evidenced by statements from editors of twenty metropolitan papers, that the number of college-trained men on their staffs has increased from a hundred to four hundred per cent within the past nine years.

In college one ought to obtain as extensive a knowledge as possible of literature, economics, sociology, history, political science, and commercial and international law. One needs to know the experiences of the world as well as to have experience in it. One cannot obtain too intimate an acquaintance with English, American, and world literature — for training in style and reader appeal. One needs also to know the laws regulating production and distribution of wealth, and as much as possible about party politics, the science of government, the intricacies of diplomacy, and the requirements of public service. Since the entry of the United States into a position of first importance in international affairs during the World War, it has become necessary to know international law and judicature, and European history from the earliest times. Political knowledge also is fundamental. Political discussion is the kind of writing the average editorial writer is engaged in most. No one can discuss politics effectively who is not familiar with what has been done in that department of government, who does not understand the vast and complicated machinery of it, and who does not know what can be accomplished and what had better be let alone in it.

These studies are an essential part of the editorial writer's personal equipment which the college education offers — margins of information that the average individual does not obtain except under supervised study. They are only a part, however, because the extent of one's information may run the gamut of human knowledge. As there is no realm of fact or thought that the editorial writer may not have

need to explore in his writings, so there is no information he may possess, no matter how remote or insignificant or far flung it may seem at the moment it is acquired, that may not be useful some time.

Specialization. Mere general information, however, is not sufficient. Specialized study in a particular field is needful. Specialization enables one to write authoritatively in at least a single field. The time has gone long since when a writer enjoying a reputation for extensive general information may advance his views one day on the policy the United States should follow on a question of international law, another day on the geological significance of the latest eruption of Mount Etna, and a third on prospects in foreign trade — when he may express his opinions on varied topics in unrelated fields and expect his ideas to carry great weight with readers. Present-day readers are too sophisticated to put much confidence in one's writings unless they evidence a mastery of their subject.

Rapid Reading. The difficulty in so much generalized and specialized information is not alone in acquiring, but also in maintaining it. New theories, new discoveries, new inventions, new investigations, new reports demand voluminous reading and constant study, making the habit and use of rapid reading a necessity in editorial writing. Dr. Talcott Williams, professor emeritus of journalism in the Columbia School of Journalism, says: "A skilled man ought to be able to give a good abstract of a newspaper column of leaded nonpareil in ninety seconds. He should be able to give a fair outline of a sixteen-page newspaper, foreign and local news, the market, editorial page, special stories, and criticism in twenty minutes. Ten minutes more should give him all the small stuff and the run of the advertising."

While one may question the excessive speed at which Dr. Williams believes a newspaperman should read, one may not question the necessity for ability to read rapidly.

Fortunately there is a specific way by which one may accelerate the speed with which one reads. A method proved effective by psychologists is for the individual to practice reading with his watch before him. Let him time himself accurately on, say, twenty-five pages of reading matter. Then let him determine to read the next twenty-five pages in ten per cent less time. This practice may be continued until one may double or treble one's reading speed without loss of thoroughness in comprehension of the pages covered.

There is need to write rapidly also. Need for speed in composition, however, is not as great in editorial writing as in reporting. But with his material well in hand, an average writer ought to be able to produce under pressure a thousand words of readable copy in an hour.

Newspaper Office Experience. General experience in a newspaper office, on both the editorial and the business sides, is a valuable preparation for several reasons. (1) It brings one into contact with the highest and lowest strata of society. (2) It develops an appreciation of news and news values. (3) It teaches one to make decisions quickly. (4) It compels one to write rapidly. (5) It trains one in effective narrative and expository composition. (6) It familiarizes one with newspaper methods and policies.

Provided a trained newspapermen has not let his acquaintance with the seamy side of life tarnish his early faith in humanity, his experience in general newspaper work is unquestionably of great value. Having been through the grind of gathering news, he has a distinct edge on the man who attempts editorial writing without a knowledge of newspaper methods and policies. Reporting gives some things that nothing else can — self-reliance, accuracy of observation and expression, a sense of relative values, quickness and accuracy of decision, ability to distinguish between truth and falsehood, and a knowledge of men,

measures, and places. Nothing surpasses it for giving one breadth of experience and acquaintanceship with varying classes of society. Nor is there any better instructor in simple composition. As a reporter, one writes, has one's copy corrected, and writes again — the best method yet devised for training in writing. Through it a writer develops gradually his own style and at the same time learns to produce the kinds of stories readers want.

Experience in rewriting and in copyreading also gives useful training. Writing heads and correcting the mistakes of others are valuable in teaching precision, punctuation, and the multiplicity of effects to be had from mere mechanical display of type. Nor will the prospective editorial writer be the worse for, as Mr. Robert Wilson Neal has said,¹ "knowing how to make a 'mat' and cast a stereotype, or for being on speaking terms with the presses in the basement; and if he is so fortunate as to begin on a small paper, he certainly should know how to make love to and quarrel with a cylinder press. He should know what can and what cannot be done by the art room by way of illustration and engraving, and sooner or later he should familiarize himself with the problems of circulation and advertising."

A Spirit of Coöperation. These last elements in the equipment for editorial work, particularly acquaintance with the circulation and advertising departments, are essential. It is from the business office that domination of the editorial page is said to come. As will be seen in Chapter V, there should be no such domination. Differences arise frequently. But they always can be adjusted when the members of the business and the editorial departments understand each other's functions and are willing to work in coöperation.

Herein lies one of the immensely valuable qualifications

¹ *Editorials and Editorial Writing*, p. 174.

in the personal equipment for editorial writing — possession of a spirit that enables one to coöperate harmoniously with one's associates on both the business and the editorial sides of a paper. Many a would-be editorial writer begins his work with the proverbial chip on his weak shoulders, looking for some one with a desire to repress his freedom of speech. Usually the fault is with the individual. He may be supersensitive or ignorant of the functions of the different departments of a paper; or he may be on the wrong publication. A man who is a Socialist in his politics cannot write editorials for a conservative journal; nor can one opposed to labor unionism work on a labor paper. One must choose a paper with whose general principles one agrees, then work in harmony with its policies.

Hence the need for appreciative acquaintance with the work of the circulation and advertising departments. One who has such an acquaintance, has his value to the paper increased manifold and does not have his freedom of thought or speech lessened a whit. Possessing an understanding appreciation of the business side of newspaper production, he knows how to attack conflicting editorial and commercial problems and attain his own ideals in a diplomatic way without harm to the paper and without violation of principles upheld by the "counting room." The business department has its professional ideals as much as the editorial department has, and editors are learning more and more the value of an understanding coöperation between these two important divisions of a paper.

This spirit of coöperation, which is one phase of loyalty, is vital also within the editorial department itself. It makes its possessor one who can be counted on by the editor to aid actively and enthusiastically in carrying out his policies. Once more be it said, execution of some one else's policies is not abridgment of one's right to freedom of

speech. Control of a paper and its policies must be lodged somewhere. In a newspaper, as in every business organization, there is necessity for a single responsible head whose decisions shall be final on general policies and matters of interdepartmental conflict. A paper cannot have editorials alternately advocating and opposing the Volstead Act or government ownership of railroads or popular election of presidents or a tariff for revenue only. It cannot hold the confidence of its readers unless it has reasonable consistency in its editorial attitude. For this cause every editor must have under him those who can and will work with him — those on whom he can rely always for loyal support.

Interest in People. As a part of his personal equipment an editorial writer must have also a genuine interest in people — a sympathetic understanding and appreciation of his readers. In so far as he shares their great common experiences, triumphing in their successes, sorrowing in their defeats, finding his spiritual faculties forever stimulated by their pleasures and cares, their hopes, ambitions, and struggles, to that extent he will succeed. One cannot expect to know what interests people unless one has an abiding interest in their personal daily welfare.

Intellectual Curiosity. Intellectual curiosity evidences itself in a consuming desire for information of every kind. As noted already, there is no realm of knowledge or fancy, no incident, no matter how trivial, that may not prove to be current coin in the editorial writer's mental market. In consequence, he should have a spirit that interests itself in the smallest occurrences, a brain that gathers and remembers the most diverse kinds of information, one that continually devours even unimportant details and knows no surfeit of knowledge. It is the writer of this type who has the genius for assembling diverse data and drawing conclusions therefrom that startle the world.

A Judicial Mind. A judicial mind is to editorial writing

what a governor is to an engine. In no other work is there greater or more constant need for uniformly sound judgment — the faculty that enables one to dissociate oneself from ephemeral strife, prejudice, and blinding emotions, and to view problems from a detached, unbiased, commanding point of view. It is the judicial type of mind that enables one to see under the surface of things and back of the words that conceal men's thoughts, to detect falsehood and know the truth when one sees it. Scarcely a day closes without producing in some school of thought a man or woman, generally young, who has discovered that government or society is perverted in some of its many complex phases and who has a remedy to offer. If all such individuals were taken at their personal valuation, editors would be driven from their profession. Yet now and then one such reformer has a right idea. It is the editorial writer's function to recognize him — to separate the true from the false and to make use of only what is good.

It is the judicial mind also that differentiates between what ought to be said and what ought to be left unsaid, that restrains one from careless, extreme utterance, from hitting harder than is necessary, from exulting too greatly over the discomfiture of an opponent. It is the judicial mind that delights in fair play, that will not distort the truth or an item of news for the sake of carrying a point, that will not write a statement which contains a basis of truth, but which the writer knows will be construed by his readers in a way that is not true. It is the judicial mind that gives an editorial writer a sense of proportion and an appreciation of right values, that enables him to fight wrong so as to do good and not harm, that compels in him an abiding faith in people. Exposed as a newspaperman always is to the crafty, the artificial side of social and economic life, even the poisonous, destructive side, he is liable to lose his confidence in men and adopt a more or less

cynical attitude toward life in general. Nothing could be more disastrous. One who has lost his faith cannot write with the zeal and idealism necessary to hold readers, who still maintain — and rightly — that God is in his heaven. Finally, it is the judicial mind that secures a writer in his intellectual independence. If, as has been said, freedom of the press is necessary to freedom of the citizen, independence of judgment on the part of an editorial writer is not only his highest privilege, but his highest duty to himself and his readers.

Unfortunately, the judicial mind, evidenced in maturity of judgment, is an endowment of age. It comes rarely in youth. Hence one rarely finds a youthful editorial writer. In reporting, the earlier a man begins, the better. After the age of thirty, however, he is likely to find the door to achievement closed. In editorial writing, on the contrary, thirty is the age at which to begin.

Personal Integrity. Personal integrity, stability of character, is the trait that keeps one's soul clean to fight those who are mighty in cunning to prey upon the public, whose watch dog and defender the editorial writer must be always. Members of few professions have more temptation than do newspapermen to lower their intellectual and moral standards and to stoop to mere expediency of action. Temptation comes in the praise and condemnation of myopic readers and associates. It comes in the person of ingratiating charlatans with mercenary motives. It comes in constant invitations to physical excesses. An editorial writer must watch his personal habits, both inside and outside of working hours — and especially so in small communities. He cannot dissipate nights and holidays and expect his ethical opinions to carry weight the next day or week. The day of bohemianism in journalism passed even before the ratification of the Eighteenth Amendment.

Fearlessness. Fearlessness also is a trait necessary for

editorial writing of the highest order. Times come when an editor may have need to oppose his entire community, when, like the general in an army, he must lead a forlorn hope. On such occasions the forensic instinct must be strong within him; he must take high pleasure in a fight. Only those who have known the scorn of their associates and the derision of the multitude because they had the courage to uphold a just but unpopular cause, can appreciate the necessity for fearlessness in the editorial chair.

Leadership. Leadership has been defined by a well-known political strategist as that trait in an individual which enables him to guess first which way the procession is going. The definition contains something more than mere satire. A quick perception of the significance of events and a ready appreciation of the drift of popular currents is one phase of leadership. Newsmen term it a "nose for news" — the ability to recognize intuitively at a given time what will interest the average person and how much it will interest him. This divine intuition for detecting the drift of the public mind is as necessary for an editorial writer as for a reporter. By it he knows when to strike hard, when to stop striking, and when not to strike at all, all of which is vital in the genius of editorial writing. Many an editor has written his readers out of believing as he would have them, just as many others have failed because their productions were mere filler. By this phase of leadership, too, an editorial writer is able to adjust his perspective to changing social, economic, and political needs. Communities do not long remain the same. New residents come and old ones go. Their ideas and ideals vary with the years — sometimes with the months. What interests one group today may be dull tomorrow. And an editorial writer must be prepared, if necessary, to interest a new audience every day.

But leadership is more than mere ability to forecast

public opinion. The man with his ear to the ground, who consults the majority mind before daring expression, can never wield great influence. He must have the power to arouse, incite, and direct readers in individual or group conduct and achievement. He must, on occasion, create public opinion as well as voice it. Few individuals in our busy age have either the time or the facilities to analyze and think out problems confronting them. Nor have the majority of the populace been trained to think. The editorial writer should be expert in analysis of important problems and movements within his special field. He must be able to detect the significant features in these movements. And he must have the leadership to foretell their influence and guide his readers.

Vision. The final supreme talent in great editorial writing is vision — a gift as elusive as the brain cells that produce it. An extremist becomes a visionary, a theorist, and a failure in newspaper work. His opposite is the dolt, "mature in dullness from his early years." Between these is the man with vision, the idealist. As art consists in portraying the soul of a person or a scene rather than the self-evident physical units making up the whole, so vision in editorial writing lies in seeing and presenting the meaning of the significant news of the day in order that readers may get a proper understanding of what is occurring. For this reason an editorial writer must have imagination and vision as truly as the sculptor, the painter, or the novelist. He must know what is essential and be able to reject what is accidental or trivial.

Conclusion. Such are the most valuable elements in the personal equipment of a great editorial writer. If one may be pardoned for paraphrasing a summary of the characteristics of an ideal journalist, made by Charles A. Dana in *The New York Sun*, one would say of the editorial writer that, to know the experience of the world as well as

to have experience in it; to know how to gratify the universal human appetite for information that entertains while it instructs; to write forcefully so that all men will read, and simply so that all will understand; to be emphatic without exaggerating, and denunciatory without being vituperative; to arouse, incite, and direct rather than follow; to have independence that is animated by honest purposes and guided by common-sense; to perceive what is true as well as what is false, what is radical as well as what is conservative; to fight wrong so as to do good and not harm; to deal justice to all men and parties; to cherish sympathy for every honest manifestation of human activity; to have unpurchasable honor, a will to serve, courage that cannot be shaken by fear, and vision to lead — this is what it means to be a great editorial writer who can influence public opinion and make history. Possession of so many and such high qualifications by a single person probably is impossible. No one is perfect enough to have them all in their fullest measure. But all may be cultivated. And one who has a reasonable share of them need not fear a scarcity of readers or his ability to win distinction.

IV

THE EDITORIAL WRITER

Who Writes the Editorials? The editorials in a paper come from three main sources: (1) regularly employed editorial writers; (2) members of the general editorial writing staff — that is, reporters, copy-readers, and editors of special departments; and (3) outsiders. Most of the editorial writing is done by full-time writers — probably more than seventy-five per cent of it. But every newspaper has reporters, copy-readers, and departmental editors with a propensity for editorial writing. Some of these may write on their own initiative for submission to the chief editorial writer; or they may produce such good work that they may be assigned regularly an editorial a day in their particular field, with a specific amount of time allotted for production of the editorial.

This division of labor among members of the general editorial staff has its advantages. It gives variety to the editorial column because it produces editorials from many minds and many angles. It lends authoritativeness also, because many of the editorials thus produced are the product of specialists in their particular field. It has its disadvantages, however, in that members of other departments, not ambitious for promotion to editorial writing positions, are liable to regard their editorial work as a side issue and to do their writing more or less perfunctorily. The editorials being unsigned, too, the writers often are inclined to be satisfied with anything that will get by the chief editorial writer.

Editorials produced by outsiders usually are few in number. Sometimes a minority stockholder in the cor-

poration, being interested in a particular economic or political subject, will submit an editorial. His contribution may or may not be used — according to its harmony with the general policies of the paper. Usually such contributions are too long for editorial use. Often they have to be edited so thoroughly that publication of them in final form does the paper more harm than good in the eyes of the stockholder. His copy is cut up so badly that he is more offended than pleased at the results of his efforts in print. In general, the policies of papers are to run such material as contributed matter over the signature of the writer.

On the other hand, numbers of papers employ outsiders — professors, lawyers, ministers, engineers — regularly as editorial writers. Their work is run as ordinary editorial matter. The paper is under no compulsion to use such contributions, and always holds itself free to make any changes or corrections it deems necessary in the copy. Often an editorial is returned with suggestions for changes. Payment may be made on a fixed salary for a certain number of editorials a week. More often, however, it is on space — that is, at a fixed rate per column.

Women Writers. Few editorial writers are women. Until recent years editorial writers have concerned themselves mainly with politics, which has been regarded as essentially masculine. In consequence, little or no encouragement has been given women to go into editorial writing. Women, however, ought to make as effective writers as men. Passage of the Woman Suffrage Amendment has forced woman to know how to appeal to and sway the opinions of her sex. In addition, her knowledge of the affairs of the home and her insight into life from the feminine point of view ought to enable her to produce editorials vital to other women and not uninteresting to men. Such a change in the personnel of the editorial writing

staff may be one of the developments of the newspaper in the future.

Staff Organization. The machinery of organization in the editorial writing department is simple. A single individual — the chief editorial writer — is in charge. On small papers the chief editorial writer may be the associate editor or even the editor himself. Custom varies on different publications. But if not the editor, the chief editorial writer is directly responsible to the editor, and holds rank about equal with the managing editor. Beneath him are one to five editorial writers, each of whom, if on full time, has his own office.

These writers turn in their copy to the chief editorial writer, who accepts or rejects it, or asks that it be revised, according to his conception of its value. Every editorial must be reviewed by the chief editorial writer before it may appear in print. His own copy, if of particular moment, must be reviewed by the editor or assistant editor. Thus all editorials are checked by a second person before finally appearing in print.

Assignments for editorials are made by the chief editorial writer, though he expects the members of his staff to choose most of their topics themselves. He keeps a "future book," as the city editor does, with notes about particular topics he wants discussed. He keeps also a record of every editorial sent to the composing room, as a check against any being lost or the proofs not returning. From three to five proofs of every editorial are pulled and distributed to the editor, the chief editorial writer, the managing editor, and the proof-readers. The chief editorial writer, however, is responsible for the accuracy of every editorial finally appearing in print.

The editorial writers report for duty at different times. Clock hours are not assigned them. On a morning paper they may appear any time between 9 or 10 A.M. and 6 P.M.

On an afternoon paper they usually are expected in their offices between eight and eighty-thirty, in time to produce for the noon edition any rush editorials that the night's news may have made necessary. Make-up is under the direction of the chief editorial writer, who may attend to it personally or delegate it to one of his assistants. Always, however, he indicates which editorials shall run on a particular day and what space they shall fill in the editorial columns.

On large papers conferences of the editorial writing staff with the editor, the publisher, the associate editors, and usually the chief cartoonist are held every morning after the staff has had time to assimilate the news of the day. On small papers the writers often are subject merely to call. Custom varies according to the individual paper. At these conferences routine matters of newspaper policy are discussed, their purpose being to inform the staff as a whole and to give direction to the editorials the different members produce. On many papers the conferences of most importance are those with only the editor, the associate editors, and the chief editorial writer present. The publisher may or may not be at these meetings. Usually he is. It is in these conferences that the editorial problems of the paper are solved and its important policies determined—generally by concert. Editorials on particular subjects, or in defense of or opposition to particular measures, are decided upon then, the topics being apportioned among the members of the staff best qualified to write on them.

Breaking into Editorial Writing. As a rule, one who takes up editorial writing as a career does not go into it directly from college or another calling. He serves his apprenticeship while a reporter, copy-reader, or sub-editor, and is able to break in because the editor or chief editorial writer knows with reasonable certainty that the aspirant can produce editorials of the type the paper wants.

The readiest way to break into editorial writing is to begin by volunteering editorials written during spare moments or out of hours. As the average newspaperman has few spare moments, such editorials usually must be produced after working hours. They should be gone over and revised carefully, and a carbon copy kept of each one. The writer should be sure that nothing in them disagrees with or tends to nullify previous positions taken by the paper. To be certain of this, he must have read the editorials in the paper carefully for a considerable period of time—long enough to know its editorial policies thoroughly. When the editorial has received its final revision, he should slug it with his name in the upper left corner and either leave it on the chief editorial writer's desk or give it to the editor's secretary. There is no need for an explanation. Both the chief editorial writer and the editor will understand the purpose of the editorial, particularly if it is followed by others.

The chances are that the writer will hear nothing from his first editorial—that it will not be published. Chances are that he will hear nothing from his second, his third, or even his tenth. But he should not be discouraged. He should keep on writing. Every one of his editorials will be read.

Maybe the first indication the writer receives that his editorials have been read, will be the appearance of one of his topics in the paper, discussed from another angle. Or possibly only his lead or a single paragraph from the body of one of his editorials will appear. Here comes the value of the carbon copy. The writer should take it and compare it carefully with the editorial in the paper. He should study the two until he knows absolutely why one was printed and the other thrown into the waste-basket. After he has done that, he will be in position to produce editorials that will be acceptable. Thereafter he may find

some of his editorials used regularly. But always he should settle definitely why a certain editorial was used—not by disturbing his superiors with inquiries, but by study of the editorial columns themselves.

Possibly the writer may be more fortunate from the beginning. He may find his first editorials used, and things running along as if the editor were not aware of the existence of an ambitious youngster on his staff. Not for long, however. If the editor likes the beginner's work, a day will come soon when he will invite him into his office and suggest other subjects for editorials, or request a single one on a particular topic. Thereafter progress will hang on the beginner's zeal, common-sense, and literary ability. With practice he may acquire sufficient skill to write acceptable editorials regularly; and even though he may be paid nothing for them, he will gain experience and bring himself to the attention of the editor in a way that will be advantageous later. If he is entirely successful, he may find himself gradually taken into the editorial-writing department, first by a regular assignment of an editorial a day, with time off from his other work, then by full transfer. Possibly not until he gives his entire time to editorial writing, however, will he be invited into the regular staff conferences and be made one of the inner circle.

Opportunities in Editorial Writing. The belief is common among reporters that editorial writing is "high-brow" work, that editorial writers miss the romance and the experiences of other newspapermen, and that little opportunity is offered the ordinary staff writer for advancement to the editorial-writing department. As a matter of fact, almost the opposite is true. Editorial writers are sent out of their offices on all sorts of missions of which members of the city staff never know. They cannot be allowed to know, because announcement of a mission often would mean premature disclosure of the

paper's editorial policies. Editorial writers, when they go, usually leave quietly, and as unostentatiously return. Their missions take them into the state, into other states, and even into foreign countries. Their work is serious, but not more so than that of most other newspapermen. And because of the relatively small number of reporters, copy-readers, and general office men who aspire to editorial writing, compared with the thousands who try their hand at reporting, sports writing, and similar work, the opportunities for promotion to editorial writing are all the greater.

Rewards in Editorial Writing. Breaking into the work is not difficult for one who has ability and determination. The promotion, too, is worth the effort to get in. The salary reward is higher than that paid most writers on the general staff, and the conditions under which one works are more inviting. There is not the demand for excessive speed in production of copy. An editorial writer works more deliberatively and in his own office, without restriction to a specific number of clock hours daily. He may go and come almost at will, the prime requirement of him being a reasonable amount of effective copy daily. Production of this copy, however, often means long hours of study and investigation when members of the general staff are off duty.

An editorial writer enjoys also a position of recognized responsibility in the conduct of his paper. He sits in its innermost councils, has a hand in shaping its policies, and is enabled to see definite results from his work. Not all this in the beginning; but all of it after he has written for a time and shown himself capable and worthy of the paper's confidence. In the long run, this phase of editorial writing — the dignity of the position, the power it bestows, and the opportunity it offers for public service — is one of its chief rewards. No one on the paper beneath the rank of editor holds a position of greater responsibility or power. Within

the reach of the editorial writer's influence are thousands, hundreds of thousands even, of readers whose opinions are affected more than they themselves know by his writings.

The Editorial Writer's Audience. Few things are more curious to the reflective mind than the prestige of the printed word. It often carries conviction when the greatest oratory fails. And it keeps on carrying conviction. A minister rarely has an audience exceeding five hundred persons, to whom he speaks once or twice a week. A public lecturer averages a thousand or less. Even in the heat of an intense political campaign a political leader rarely has an audience of more than a thousand or so. Yet an editorial writer, even on the smallest of papers, will reach a thousand persons in every issue. On a large one he will reach hundreds of thousands. And if his editorials are strong enough to be copied, he will reach millions. The teacher, the preacher, the lecturer, the actor — none of them have the potential audience and the potential power of the editorial writer.

Personal Recognition. No one, however, should be so misguided as to believe possession of such power and influence carries with it personal recognition or fame. The editorial writer works without beat of drum or flare of rockets. His reward comes in his opportunity to persuade his fellows to listen to his views and hear what he has nearest his heart, not in any opportunity to write literature or make a name for himself. He may rightly expect to influence popular opinion. He may hope, not unjustly, to direct the political and economic thought of his community or state, or even of his nation. Governors and presidents have been made and unmade by the effort of individual editors. National policies have been inaugurated and executed under their direction. Success has hung as a rule, however, not on the greatness of a single editorial, but on general editorial excellence.

Ephemeralness of Editorials. Nowhere is it more true than in the editorial columns that the individual withers and the world is more and more. The great single editorials of the country can be counted almost on one's fingers — Francis P. Church's "Is There a Santa Claus?" Horace Greeley's "Prayer of Twenty Millions," Arthur Brisbane's "Those Who Laugh at a Drunken Man," and a few others. Ninety-five per cent of all the editorials ever written lasted not more than a few days or weeks. All are like the grass of the field which today is and tomorrow is cast into the oven. In a big city the life of the average editorial is six or seven hours; in a small city or village, less than a week. The editorial in the morning paper lasts until noon. The editorial in the evening paper slips into oblivion at bed-time. Morning brings a new idea or a new angle of an old idea, and yesterday's explanations and exhortations are merely a part of the consciousness of the great group mind.

Even if a writer produces an outstanding editorial, credit for it is given the paper in which it appears. It is rare for editorial writers to be known among the majority of even their most admiring readers. Few of the great editorial writers and newspapermen of the past are remembered for their journalistic work. Few newspapermen, indeed, who have spent their lives exclusively in journalism, be they editors, editorial writers, or publishers, are remembered by succeeding generations. From Benjamin Franklin to former President Warren G. Harding almost all journalists whose names live, are treasured in men's memories for something else than their achievements in the newspaper profession. Nine persons out of ten will cite William Cullen Bryant, Noah Webster, Whitelaw Reid, Walt Whitman, Eugene Field, William Dean Howells, or Thackeray, Dickens, Barrie, and scores of others for something else than their newspaper work.

Anonymity. A writer going into editorial work must

expect to write anonymously. If he wants a by-line on what he produces, he should join the sporting editor's staff, become a columnist, or conduct some other special department. We must expect anonymity in the editorial column always. Anonymity gives an editorial the corporate weight of the newspaper. If an editorial is signed, it becomes by that fact merely the opinion of a single individual. Witness Mr. Arthur Brisbane's editorials in his "Today" column. In addition, every editorial in the regular columns is the product of more than one mind. A single person may have produced a particular editorial. But more than likely his work will have been reviewed and criticized by at least one other member of the staff before its appearance in print. Or its general content may have been determined at a staff meeting. And even if it has not been, the editorial is produced by one who knows the collective mind of the paper and is able to present in it the corporate opinion of the journal.

In this practice no injustice is done the editorial writer. As Whitelaw Reid, of *The New York Tribune*, speaking from the standpoint of the newspaper, said once:

Every great newspaper represents an intellectual, a moral, and a material growth; the accretion of successful efforts from year to year until it has become an institution and a power. It is not, then, General Butler's poor Bohemian in a garret who speaks; it is the voice of the power that ten, twenty, or thirty years of honest dealing with the public and just discussion of current questions have given. That this power is for the time in the hands of this man or that only shows that its conductors have reason to trust him. If they commit in this a mistake, they are soon made to learn it. If they do not, the power only increases and the man increases with it.¹

Henry Watterson, of *The Louisville Courier-Journal*, gave also the proper view of the innominate writer:

¹ Quoted in Wingate's *Views and Interviews on Journalism*, p. 31.

There is a power greater than this [personal journalism], and that is the power of the brave, earnest and thoroughly equipped mind, which forgets itself, which ignores itself, and goes in to accomplish results, not in its own exaltation, but for purposes cherished beyond its exterior belongings; conscious at all times of an assured position, and wasting none of its energies and its time upon "the fever and the worry and the fret" of aspirations which, like water, are pretty sure to settle themselves, and like fire, won't do to be tampered with.¹

Exceptional work, to be sure, can never escape recognition. Members of one's staff and of other newspapers always know who produce outstanding editorials. But the editorial writer's highest ambition always must be fulfilled in the thought expressed in Kipling's line, "I am of service to my kind."

¹ Quoted in Wingate, *loc. cit.*, p. 19.

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V

INTELLECTUAL FREEDOM

Editorial Freedom Questioned. The editorial writer's independence, freedom to write what he believes, is one of the most debated questions connected with editorial writing. There are those who deny that he is free. Disparagement of his work extends all the way from charges of guarding "sacred cows" in the newspaper office to accusations of subserviency and jugglery of argument at the command of owners and business managers. On the contrary, the profession has such defenders as the late Henry C. Campbell, assistant editor of *The Milwaukee Journal*, who wrote shortly before his death in 1922: "I have been in newspaper work for over thirty-five years. In that time I have written thousands of editorials, but I never have been required to write a paragraph in which I did not believe, nor have I ever asked a writer under me to write a paragraph in which he did not believe. I have changed many editorials at the suggestion of editors, and I have induced many writers working with me to change their editorials, but the revisions always have been made only after the writer has agreed that the change was right and for the best."

To understand the freedom of the editorial writer, one must first understand newspapers and owners of newspapers. They are of all sorts. The American public has good papers, inferior papers, and unethical papers, just as it has uplifting and demoralizing books, plays, writers, actors, theaters, publishers, and commercial businesses generally. A writer on *The Seattle Post-Intelligencer* made the following broad classification of newspapers some years ago:

There are different classes of newspapers. For working purposes the classification can be reduced to three types: (1) the paper that by reason of ownership or the class of its readers is compelled to adopt a certain unvarying attitude in order to maintain its circulation; (2) the paper that tries to pussyfoot along from day to day, subserviently cautious about giving offense to any interest or prejudice; (3) the independent newspaper that has opinions, gives voice to them, and accepts the consequences, pleasant or unpleasant.

Papers in the first class are sycophantic; but their sycophancy is limited and compensated for, as a matter of business and perhaps self-respect, by an indifference to all decency and truth outside of their own particular circles. There is no more narrow, intolerant department of journalism than that which gets its sustenance out of class entirely independent of what may be the basis for classification. The class to which such a newspaper panders is always right; all outsiders are criminally wrong, heartless, dishonest. The natural result of this attitude of mind is downright dishonesty and shameless perversion of truth. The proof of this is that such newspapers never develop outside the class they serve. They never attain a general circulation, no matter how they may flourish within their own restricted field.

The second, or pussyfooting class, achieves what success comes to it by reason of its billboard quality, and is invariably without influence in its community, except such accidental influence as the information it carries indirectly creates. The business of news gathering is now down to as commercial a basis as that of shoe manufacturing. It is simply a question of buying the news and white paper on which to print it. The difference between the pussyfoot newspaper and the class-bound newspaper is that the latter has an influence on its readers, while the former has none. The class-bound paper has opinions, right or wrong, and expresses them, justly or unjustly. But it has the merit of standing for something, four square to the universe, jaundiced and prejudiced though its posture may be.

But the pussyfoot newspaper carries water on both shoulders. It qualifies every assertion; makes every

statement contingent on innumerable possibilities or probabilities; is only frank and outspoken against wife-beating, murder, and such matters, about which there is no difference of opinion. It deplores the prevalence of crime, approves of the Ten Commandments, but always in a general way, never specifically. Whenever there is the slightest chance of a difference of opinion existing among its readers, it is as neutral as a clam. The very thought of taking issue with a reader or an advertiser is terrifying in its business-office possibilities. Therefore, it develops discretion to a fine art and avoids controversy months in advance. Such a newspaper is merely the display end of a telegraph wire, serving a useful purpose, no doubt, as does a bulletin board. Many read it, but few respect it.

The third class of newspapers has both friends and enemies, and is read by both. What it feels called on to say, it says, and does not try to wriggle out of the responsibility that free expression of opinion entails. Being the product of human minds, it is often in error, momentarily unjust and unfair, but always honest and ready to do justice. Mere popularity is not its ambition. It prefers a respecting enemy to a contemptuous friend, and scorns to dodge an issue because advocacy of a cause may not be immediately profitable. It does not go to Russia to denounce bolshevism. It does not deal in platitudes and generalities. It appreciates approval, but does not fear disapproval. In a word, it is self-respecting.

These self-respecting newspapers differ among themselves. They are of all shades of political and economic opinion, and constitute the greatest force in a democracy. They take issue with each other, discuss questions fearlessly, vigorously, and with intelligence. From their pro's and con's the public makes its selections and forms its judgments, while the pussyfooters serve no other function than that of retailing the gossip of the world.

This classification, as the writer implies, is broad. It is also lugubrious in the impression it conveys of the large number of papers in the first two classes. As a matter of

fact, such publications are not typical of American journalism. The number of papers in the two classes is relatively small; and within the extremes represented by the three types are publications of varying independence — papers approaching sycophancy and “pussyfootism” as a general policy, with occasional timid sorties of independence for popular effect, and papers generally independent, but sometimes lowering themselves to planes of servility.

American Journalism Independent. The majority of American newspapers, to the praise of journalism be it said, belong in the independent class — a very much larger majority than is popularly supposed. One who has studied other vocations and professions without prejudice cannot help the conviction that none of them is more free from outside influence or control, none more free to express honest opinion and conviction than are newspapers and newspapermen generally. One hears innumerable idle charges of “bought,” “subsidized,” and “controlled” papers. Reckless readers are prone to charge any papers having opinions contrary to their own prejudices, with domination by outside influence. The number of such publications, however, does not compare with the number of business enterprises subsidiary to other corporations. Newspapers founded or bought for propaganda purposes die quickly or pass into more responsible hands. Public opinion itself kills them. No newspaper can live long without public confidence and support.

Spineless Papers. But even on the best publications, the fairest and squarest that exist, one must be careful — not because of the desire of editors to warp the opinions of writers to fit their own, but because newspapers must have definite editorial policies. Every paper has problems and topics regarding which editorial policy is fixed. At some preceding time it has published editorials opposing the

return of light wines and beers in America, or favoring the political aspirations of Governor Brown, a personal friend of the editor and various others on the staff. Or it has committed itself definitely to conservative policies in government and has many of the prejudices and fears of so-called "capital" as opposed to labor or radicalism in general. These points of view have been supported so long that they have become fundamental principles in the daily issue of the paper — principles for which it has fought consistently and of which it has led its readers to expect championship.

It stands to reason that one who goes on such a paper cannot hold opposing views and give the journal honest service, for the outstanding reason that the issues have become matters of principle with the paper and the editor is going to be calling constantly on the new member of his staff, along with the other members, for editorials in support of the paper's position. If the issues were of minor consequence, topics that might be considered or ignored at the discretion of an individual writer, one might accept a berth on the paper and ignore such subjects altogether. But being matters of fundamental principle, they must be supported regularly, and one must be prepared to champion them or not accept work with the paper at all.

Swivel-Neck Writers. If a writer does not believe in the great, basic principles for which a paper stands — believe thoroughly — he should let no money consideration entice him into its employ. Prostitution of editorial brains is the greatest curse of the newspaper profession. To win, a writer must first believe something, then write what he believes. He can expect his readers to believe everything he writes, only when he himself believes it. Newspaperdom has no place for the swivel-neck editorial writer who expects salary or recognition in return for daily utterances of silken sayings advocating measures he thinks his em-

ployers want. The writer without convictions, who produces only to please, is as unworthy as the minister who preaches only to fill pews. And the one who writes contrary to his convictions is no better than the woman who sells her virtue.

Allegiance Taken for Granted. When an editorial writer begins work on a paper, his allegiance and his agreement with the paper's standards are taken for granted. Thereafter if the paper's policies change, he has a say-so in the change. He will not be bothered with commands from the editor to write a particular way. Rather he will find that the points of view of the editorial staff, once together, veer and change in surprising unison. Members of the staff work together so closely that individuals often do not know who initiated a particular argument or line of thought. Current gossip about editorial writers being compelled to advocate measures to which they are opposed because an editor or a publisher demands a particular policy, is idle talk. There may be instances on reputable papers where such is true. The present writer, however, has never heard of one. Times come in every office when all the responsible heads disagree. When such disagreement in policy develops, the editor may make the decision. It is he who is responsible to the public for the character of the publication. It is but right, therefore, that he make such decisions.

Decisions on Editorial Policies. Usually, however, decision is made on an informal vote of the editor, the publisher, the associate editors, the chief editorial writer, and sometimes the chief cartoonist. The decision, as said in a preceding chapter, may come after thirty minutes of discussion, or an hour, or after months of investigation. More often than not, the editorial writer is on the majority side. At other times he may be in the minority. If the policy advocated is so repugnant to him as to involve com-

promise of principle, he is not asked or expected to support the policy. Some one else does the writing and directs the new campaign — some one who believes in the measures advocated.

This has been customary procedure in editorial offices since at least the days of Horace Greeley. Mr. Greeley, though absolute so far as control of editorial policy on *The New York Tribune* was concerned, was accustomed to permit his associates to determine numerous policies, sometimes even without consulting him. When *The Tribune* was committed to a particular line of action, it was Mr. Greeley's custom to adopt the tone of preceding editorials when himself following them up on the same subject. Or if the nature of the new policy was such that he could not agree, it was not unusual for him to turn the campaign over to the responsible member of the staff with the remark, "This is your fight; you must take care of it yourself."¹

Henry Watterson said also that he consulted his partners and his editorial force constantly, and was often "instructed by their suggestions." He allowed them the greatest freedom of opinion. In this way, he said, many things appeared in *The Courier-Journal* that were not precisely what he would have written. But if the fight was not his own and did not interfere with previously determined policies, he gave his staff free rein, believing variety of treatment and the play of many minds, properly organized and kept within bounds, to be one of the great elements of newspaper strength.

Border-Line Policies. Times come on every paper, of course, when an editorial writer cannot wholly agree with a determined policy, yet cannot be sufficiently sure of his ground to refuse support. Pressure of events, too, may be so great that delay in action is impossible. If the writer

¹ Cf. Wingate's *Views and Interviews on Journalism*, p. 172.

is in entire sympathy with the general policies of the paper — which practically always is the case — he may support such a measure actively, on a basis of loyalty and majority rule. No compromise of conscience or principle is involved. His action is similar to conditions when one affiliates oneself with a political party or a religious sect. A voter or a church member rarely agrees with every plank of a party platform or every article of a church creed. But he supports the party or the denomination — and the responsible heads of each — because he believes their doctrines come nearest his own views.

All the fribble, therefore, about an editorial writer's compulsory compromise of principle to meet arrogant editors' demands has only enough truth in it to make it a good lie. Every editor knows a person cannot write effectively in opposition to his convictions. He knows, too, that what tells in editorial writing is the robust power of the writer's ideas — the imperious force, not of clever phrases, but of convictions. In consequence, editorials and editorial campaigns are given regularly to those to whom the subjects appeal particularly, because experience has proved that those individuals can produce editorials with the greatest driving power.

Business Office Domination. Charges of domination by the business office and by advertisers are also equally idle, though neither is without influence at times. The business office does not dictate editorial policies any more than the editorial staff dictates business policies. Progressive publishers do not regard their papers as eleemosynary institutions under the patronage of advertisers. They have for sale in their papers certain specified columns of white space that are of material value to merchants. Contracts for space involve no more responsibility on the part of the paper or the publisher than does the sale of a hat by a milliner or a haberdasher to any buyer. If each gives

value in return for the money expended, responsibility ends there. Every newspaperman knows that no advertiser can dictate the policies of any self-respecting newspaper. Any effort to control a paper's editorial policies is resisted, and resisted effectively.

On the other hand, a newspaper is capital and receives a large portion of its revenue from advertising. In consequence, influence that a single business cannot exert, business in general can. No one can write without heed to the effect of editorial expression on general business. To the practical, discerning editor there can be no objection to this influence of the commercial world on editorial policy. Necessity of retaining the confidence and good will of that world steadies writers. They cannot proclaim their half-knowledge, their untested theories, impulsively and indiscriminately without reckoning with the effect on business. They think a second time, they know, before publishing. They are made to realize at first hand that what hurts business, hurts the public at large, and that the masses prosper or fail financially as business thrives or declines. Their first consideration, however, always is the good of the public; and where the welfare of business and the general public conflicts, the public wins.

PART II
EDITORIAL COMPOSITION

VI

WHAT TO WRITE ABOUT

The Editorial Writer's Hardest Task. The hardest task in editorial writing is to determine, not what to write, but what to write about. This, despite the fact that the range of subjects for editorials is as wide as human knowledge and experience. Very likely the beginner in the field will find plenty of subjects at first. For a week or a month, or longer, he will be able to discover topics at every turn. But at some time early in his career he will find himself approaching a point of diminishing returns, when attractive topics will grow harder and harder to unearth. He will discover himself running dry. The more he may worry, the less will be his success. And his period of editorial stagnation will continue until he learns finally how to turn up material systematically. Thereafter, if he is a real editorial writer, he will be rarely at a loss for something worth writing about. But until he passes that stage, his work will be difficult.

Foolish though it may sound, the first and most important advice the beginner must take to heart in his choice of topics is that he consider the desires of his readers. It is the taste of the fish, not the fisherman, that determines the bait to be used. An editorial writer must write on subjects in which his readers are, or may be, interested. Many a writer has doomed himself to mediocrity because of failure on this point. He has chosen topics in which he himself or a small group of his associates was interested, without projecting himself into the lives of his readers and learning the problems perplexing them.

Self-Interest. The underlying motive that inspires

everybody to read is self-interest. No subject is more appealing to any reader than himself. When all is said and written about topics that interest readers, the one that will stand uppermost will be the personal, the self-interest. As Professor Willard G. Bleyer, of the University of Wisconsin, says in his volume on *Special Feature Articles*:¹

Everyone is vitally concerned about his own prosperity and happiness. To make a success of life, no matter by what criterion we may measure that success, is our one all-powerful motive. Happiness, as the goal that we hope to reach by our success, and health, as a prime requisite for its attainment, are also of great importance to everyone of us. How to make or save more money, how to do our work more easily, how to maintain our physical well-being, how to improve ourselves mentally and morally, how to enjoy life more fully — that is what we all want to know. To the writer who will show us how to be "healthy, wealthy, and wise," we will give our undivided attention.

In a pamphlet for the guidance of contributors, the late John M. Siddall, editor of *The American Magazine*, stressed the importance of presenting a subject in such a way that readers would see its application to themselves and their own affairs. Mr. Siddall said:

One thing only interests all human beings always, and that is the human being himself. There you have the gist of the matter. No prescription can beat it — if you want to know how to get at people and grip their attention.

Every human being likes to see himself in reading matter — just as he likes to see himself in a mirror. The ideal article for any publication (so far as "reader interest" is concerned) would be one in which every reader could find his own name. The ideal illustration would be a group photograph of all the readers, so that each reader could have the fun of finding himself in the pic-

¹ Pp. 43-44.

ture. Once in a while the newspapers print a flashlight photograph of a thousand men having a banquet together. When they do, each one of those thousand men takes a special interest in that photograph. He shows it to his family, and he invents ways and means to bring it to the attention of his neighbors. . . .

Newspapers are read widely because the individual reader sees himself constantly in the paper. I do not mean that he sees his own name. I mean that he reads about things happening to individuals which might happen to him, and he keeps comparing himself with what he reads. For example, he reads in the newspaper that so-and-so has just fallen out of an eleventh-story window and broken his neck. He thanks God that he himself has not broken his neck, and he also goes home and warns his wife and children to be more careful about windows. Furthermore, he is more careful himself. Again, he reads in the paper that a certain man has come into possession of \$10,000 from the estate of a dead brother, and, meditating on his own connection with what he has been reading, he wonders when that old uncle of his is going to die and leave him that dollar and a half for which he has been waiting since 1890.

Country newspapers have enormous circulation in proportion to the population they reach. It is not uncommon for half or three quarters of the people in a little town to take the village paper. The reason is obvious — the country paper is more personal to its readers. Its columns are almost like a private letter from a member of the family. If a New York newspaper could get that close to its readers, it could have three million circulation. But it can't. Besides, the people of New York are not that close to each other. They don't know each other well enough to be interested in such an item as the following: "T. Willie Rockinghorse, our genial Broadway grocer, has been suffering with the grip and has gone to spend a week with his aunt in Philadelphia."

The reason so much reading matter is unpopular and never attracts a wide reading public lies in the fact that the reader sees nothing in it for himself. . . . The minute you become personal in this world you become interesting.

Personal Topics. The question naturally arises: What topics are personal? They vary, of course, according to the community and the type of readers who take the paper for which one is writing. Some papers, by reason of their general news and editorial policies, circulate almost wholly among the laboring classes. Others have a wide state, in contrast to city, circulation. Still others are taken by special national groups—Scandinavians, French, Germans, or Italians. What is personal to one group may not be to another. But there are a few topics of universal interest.

Business and Home Affairs. Affairs of business and the home always are personal. Men's thoughts naturally are engrossed with their offices, women's with their homes. Although women have a wide interest beyond their private dooryard, the home still is their individual sphere.

Let a writer take up the price of shoes or sugar or rents, and he will have an interested reader in the two heads of every average household in his community. Let him comment on the public school system, the collection of garbage, the delivery of mail, the milk or water supply, the rates for gas or electricity, the wholesomeness or unwholesomeness of movies and dance halls, and he will attract immediately every home-maker who takes his paper. Or let him show how a change in the tariff, the reëlection of a governor, an agreement for fixing prices on gasoline, or the passage of a street-railway ordinance by the city council will affect a man's business or income, and he is sure of an interest far in excess of any general discussion of these subjects. No topics are more personal than those affecting the business and family life of the average citizen; and it is not an exaggeration to say that none may be made of greater service. An editor who can enable an overburdened household to save a few dollars, or a woman to be happy in her home, or a father to delight in a game of hide-and-seek with his

children, is doing as much good as the one who induces a thousand voters to cast their ballots for the Democratic or the Republican parties.

Every Topic a Problem. In any exposition of the worth of "personal" topics it should be emphasized that they must present or help solve definite problems, must be about matters in which readers are interested, because they have not been able quite to understand them. Any occurrence or civic movement that baffles by reason of its novelty, mystery, or manysidedness, becomes a problem, a challenge to the intellect of the individuals in the community. And an editorial writer may attract attention to his column by making a point of studying his readers to learn the problems over which they are pondering. When they learn they can obtain sane interpretation in the editorial column of a paper, or can turn to it for solution of their more vexing problems, the success of the column is beyond question.

Letters from Readers. It follows as a matter of course that letters from readers always are a fruitful source for editorial topics. They tell the personal interests, the ambitions, the exasperations, the desires and hates of readers. They should be read carefully, printed, and made the subjects of editorials whenever possible. Subscribers read the letters and turn to the editorial columns for discussion; or vice versa. What is more, mere casual readers are incited to write. Letters beget letters, giving the editorial writer invaluable insight into the problems engrossing the minds of his readers.

Local Topics. Next to himself a reader is interested most in persons, places, and incidents immediately around him. Every experienced editorial writer, like every good reporter, knows the value of the "local angle." Other things being equal, the worth of a topic varies in inverse proportion to the proximity in time and place of the in-

cient causing the editorial. Discussion of the election of a councilman in one's home town is more interesting to the average individual than comment on the appointment of a new prime minister in Italy or England. A new local hotel costing a hundred thousand dollars or so is worth more editorial space than a ten-million-dollar structure across the continent. Even the opinion of a prominent local man, the mayor or a well-known lawyer, may conceivably deserve more editorial space than the message of the President of the United States to Congress on the same subject. Not because the local man knows more about the subject discussed by the President, but that the local man is concerned with the immediate problems and needs of his community. Readers know him personally. They know his interests are theirs, and that he is viewing their problems from a standpoint of their own immediate good.

Small-Town Papers. The need of viewing affairs from a local angle is particularly insistent in the case of editorial writers on country papers. The subjects of greatest moment to small-town editors must come from the local field, for a very specific reason and at the cost of seeming provincial. The metropolitan dailies have been making greater and greater inroads on the country papers. In days gone by the average reader took only the local journal, and was satisfied with it. Today, however, he reads a metropolitan paper regularly. And with improved methods of transportation and mail service he obtains his city paper the day it is published. There he gets world news, the best features, and the strongest editorial talent available.

Such competition is not a theory, but a fact, though many editors of small-town publications have not yet come to appreciate it. Since it is a fact, however, they must meet the competition. And there is only one way to meet it — by filling the small-town papers with the one thing the metropolitan journals cannot supply — local interest.

For this reason, if for no other, editorial writers on small-town papers must flood their columns with discussion of local topics.

Timeliness. As nearness in place is an asset for an editorial topic, so is nearness in time. Readers want news interpreted before it becomes history, as soon as interpretation may be consistent with accuracy. They turn to the editorial column for analyses and solutions of their pressing problems. If they do not find there what they seek, they lose interest in the column, or else, determined to have discussion of current questions, subscribe for another paper. For this reason eight out of ten of all the editorials published are on matters of interest at the moment of publication. For this reason, too, the editorial that is the liveliest the day it is published may be the deadest a week later.

Timeliness, however, is not essential. A topic need not be discarded because it lacks that element. It may contain other appeals that will make it fully as interesting as if it were timely. But other things being equal, timeliness adds to the value of a topic. And where a topic does not contain that element inherently, a writer, if possible, should connect it with a current incident in order to give it the additional appeal. Many topics which at first seem unrelated to current events, on closer study may be found susceptible of a very definite timely appeal.

Politics. In the days of Thurlow Weed, Horace Greeley, and James Gordon Bennett the elder, and even as late as Charles A. Dana, the leading — almost the only — editorial topics in most papers were politics — partisan politics at that. Seventy-five to eighty-five per cent of the editorial space was given to praise of one party's leaders and ridicule of the other's. Everybody in one party was right and everybody in the other wrong, basely wrong. And any editor or newspaper that upheld the standards of

the opposition was a lying blackguard or something equally offensive.

Within the past twenty-five years, however, the editorial column has been greatly broadened and humanized. Politics, though still the single major topic for comment, has lost much of its prestige. The American people have no enthusiasm any more for extended argument about political matters, until such matters reach the stage of a crisis—until they come so close home that they touch the personal interest of the individual. Discussion of abstract problems, therefore, unless their solution be of immediate and obvious practical value, creates little interest. Readers in the mass are not philosophers or deep students of any school of political thought. They are a practical working host, concerned with only the most pressing realities of life, craving to be amused, to be made to laugh or cry over passing occurrences, but not to be made to think too hard over any subject that does not concern them vitally. Wanting to understand in only a general way what is going on, they satisfy their interest concerning political matters, as a rule, by reading the headlines of the news columns.

In other words, the average reader today has come to look on politics as rather an academic problem apart from his personal life. Party ties mean little to him any more. The nation or state will survive, no matter which side wins. His interest is in an individual candidate as a sort of sporting proposition, and he feels for the candidate something of the same kind of enthusiasm that he does for a particular baseball star or prize fighter. He wants to see his man win. In consequence, political topics for editorials have to be chosen with infinitely more care than in former years. Almost the only worth-while subjects are those in which the writer can find an angle that will narrow the appeal in such a way as to touch the personal home, family, or business interests of his readers.

International Relations. Approximately the same degree of interest attaches to editorials on national and international relations. The superficial reader sees nothing for himself in the discussions. Yet such subjects always are a fruitful source for topics. Discussion, however, must alternate between two points of view — that of the leader of thought in the community, who himself can relay the message to his associates and followers, and that of the less reflective reader. Not all topics, it may be interpolated, need be chosen with a view to interesting or influencing the non-reflective masses. Many writers, indeed, err in their effort always to obtain subjects that will appeal to the largest number of readers possible, without due regard to the influential worth of the readers reached. They lessen their prestige thereby, because the thoughtful minority come sometimes to regard the editorial pages of those papers as puerile. It is well for an editorial writer to remember that the confidence of a single strong leader in an editorial or an editorial page often is worth more than the commendation of hundreds of individuals within the ranks of semi-ignorance. On the contrary, it is an easy matter to associate European and world problems with the home and business interests of the average reader. The need only is to show the relation of the problems discussed to the prevailing or future prices of gasoline, bread, shoes, and houses, or to other questions touching the self-interests of the readers, and interest immediately is awakened. America and American problems are coming to be connected more and more intimately with the affairs of the world in general, thus making editorial discussion of national and world relations a greater and greater necessity.

Appeals for Charity. Because of the intuitive interest all of us have in the life and welfare of others, editorial writers have an unusual opportunity to arouse readers in support of charitable, patriotic, and other deserving causes.

Such subjects are sure to command attention, because people always are ready to sympathize and to give liberally when they know a cause is just. An editorial writer has numerous opportunities to be of service in this way. He may appeal for an old man in distress, or an orphan's home in need of funds, or for increased attendance at a charity bazaar; and in so doing he may know he is not only choosing a topic in which his readers are interested, but also rendering genuine service.

Prominent Personages. All of us like to read about prominent and successful personages. We want to understand their actions and the effect of their work and their decisions on our personal affairs. We want to know why Mayor Somebody vetoed the cabaret ordinance, why Senator Somebody Else voted for the tariff on sugar, and how the great automobile manufacturer is able to pay his employees higher wages than other executives do. The birthday or death of a prominent local citizen, or an anniversary in his business career, always may be made the occasion for an appreciative editorial that will stimulate readers to profit by his successes and failures, and if he happens to be a member of the community, will make friends for the paper.

Women Readers. Need for appealing to women readers did not always exist in newspaper columns. Time was when their wishes were not considered in an editorial writer's choice of topics. Not so, however, today. The advent of woman in business and politics has compelled the present-day editorial writer to regard her interests almost if not quite as much as he does those of the men. Topics appealing specifically to women, therefore, should be sought.

“Human Interest” Topics. The far-sighted writer, too, will seek subjects of interest to the younger members of the family as well as to the heads. The powerful news-

papers today are home papers — those read by the whole family. To interest the family as a whole, then, must be an aim of the editorial column.

Practical experience has shown that women and the younger members of the family have no more passion for profound analyses of economic, political, and sociological theories than have men. Many of them, particularly the younger members, read only the lighter editorials. Later in life these may be interested in protests against high taxes, interpretations of reasons for high costs, and kindred subjects. But for the present their desires are satisfied with discussion of affairs touching the elemental relations of man and man — honesty, truth, justice, love, marriage, and the like. Such readers need to be interested now. They should be drawn to the editorial columns and taught to know that they will find something of interest there every time they come. As their education advances and their tastes improve, they may be lured to the more serious editorials and later may be made constant and intelligent readers of the column as a whole.

Crusade Editorials. All experienced writers appreciate the worth of crusade editorials, those waging protracted warfare against a public evil, or in favor of a reform, or for some kind of community betterment. Such editorials are called "campaign" or "policy" editorials. They constitute for the time being the fundamental principles for which the paper stands. In certain respects they are the soul of the paper. They provide topics to which the editorial writer not only may, but must, come back again and again, until his cause is won. In 1871 *The New York Times* startled the American public with its exposure of the infamous Tweed Ring frauds. Four years later *The St. Louis Democrat* did the same thing with the Whisky Ring. Money for erecting the pedestal of the Statue of Liberty in New York harbor was raised by *The New York World*,

most of the subscriptions coming in ten-cent contributions from *World* readers. More recently *The Chicago Tribune* has sponsored such movements as the "Sane Fourth," "Stop Reckless Driving," "National Civil Service," and "Regrow Our Vanished Forests." Most such campaigns have to be handled in connection with the news department, so that news and editorial comment may go hand in hand.

A writer needs to be careful lest he sponsor more campaigns than his paper can handle effectively. Generally speaking, not more than six or eight at the outside should be on a paper's program at the same time. The attention of readers is too much dissipated if a paper attempts to crystallize opinion on a dozen or more issues at once. There is not sufficient opportunity to center attention on a single problem. A paper, too, needs to be absolutely sure it is right before it subscribes to a policy. Espousal of a wrong cause may work irreparable harm to a community, and nothing is more disastrous to the prestige of a publication.

Records of Successful Editorials. No matter the care a writer may exercise in choosing his subjects, he sometimes goes astray. Unfortunate events prove a topic untimely or ill chosen, or the point of view wrong. The writer may even be entirely right, but too much ahead of his readers. From a standpoint of editorial success it is as much a mistake to be too far in advance of one's readers as it is to consider one's own interests first in writing. A writer fails or succeeds according to his ability to encompass the mass mind of his community and to interest it in the affairs touching it most intimately. When a writer finds himself running to topics in which he cannot excite interest, when he finds himself writing editorials that are not read, he should turn promptly to new fields, unless he feels sufficiently sure of himself to know his subjects are

of transcending importance and that he may succeed ultimately.

A writer should keep a record of the subjects that fail and those that succeed, as a guide for the future. It is not difficult for one to know when one's editorials are attracting attention. Quotation in other papers is one evidence. Discussion on the street and among acquaintances is a second. Letters of commendation or criticism to the paper are a third. Criticism itself is not a sufficient cause for abandoning a point of view, provided a writer knows himself in the right. If not too widespread, it is rather a justification for continuing. It shows the public is interested in that particular type of editorial, which should be scheduled in one's card index for further discussion. Because one forgets easily, records of successful and unsuccessful editorials are invaluable reminders to be glanced over at regular intervals.

What not to Write about. As there are general subjects to be written about, so there are specific ones to be avoided. Rumor, race, and religion — the three anathematic R's in editorial writing — come first in this list. The editorial writer who dares any of the three is consorting with dangerous companions. Rumor always is merely rumor — from which definite conclusions may not be drawn. One who risks a conclusion based on rumor may have to retract his statements in the next issue of the paper. And if there is any column in the paper where one must limit oneself to fact and logical reasoning, it is the editorial column, which must represent the mature consideration and studied conclusions of the journal. Rumor must be handled as gingerly as one touches cyanide of potassium. It kills easily.

Cases Pending in Court. Closely allied with rumor is any topic, discussion of which may tend to indicate the guilt or innocence of a person under indictment or trial for

a legal offense. This injunction is given despite the fact that it is widely ignored by even the most reputable newspapers. Writing about any cases pending in court, when such discussion tends to prejudice the public, is not only unethical; it is unlawful.

Any discussion of a court case tending to prejudice the public as to its merits or to influence the administration of justice, or reflecting on the court, the jurors, the eyewitnesses, or the lawyers may be punished as a contempt. This is the law. Yet it is so much disregarded that Chief Justice William H. Taft, in a speech before the New York Constitutional Convention in 1915, declared that "the greatest evil and most vicious one" in that state was "trial by newspapers." In many cases, Mr. Taft said, "the defendant is convicted in the newspapers ahead of time, and the judge has the greatest difficulty in handling the case because of the atmosphere by which it has been surrounded by such newspaper publications." An editorial writer in such legal cases rarely can obtain all the facts. Often his conclusions must be drawn from second-hand information — first-, second-, and third-degree hearsay evidence of irresponsible persons that would not be allowed in any court. And he had infinitely better never write at all than contribute to the conviction of an innocent person or the escape of a guilty one.

Libel. A more material reason for avoiding such topics is the possibility of involving one's paper in a suit for libel. If, for example, infraction of the law is attributed to a person under indictment and the defendant is freed later, he has cause for suit against the paper. Space is not available to attempt an explanation of the many ways by which an editorial writer may libel persons and institutions. Suffice it to say that one who does not know the libel laws of his state is a dangerous member of any editorial staff. Every writer ought to be thoroughly familiar with them.

No matter how well he may be versed in them, however, he should not risk his own opinion in instances of heated discussion and awakened passions. When in doubt about the legal propriety of a topic or a statement reflecting on the character, reputation, or profession of a person, one should consult an attorney before venturing into print. Usually every paper has a regular attorney to whom legal matters may be referred.

In general, there is no need for a sincere editor or editorial writer to fear the law. Courts appreciate the function and the fundamental honesty of the American press, and they give it leeway that no other estate or profession possesses. No sane, judicially minded editor seeking unselfishly the good of the public at large, need fear the law. It is when editors become arrogant, reckless, unmindful of the rights of others that the law is compelled to restrain and punish.

Propaganda. Warning may be given also against basing editorials on propaganda printed unwittingly in the news columns. The press generally is bombarded so much with propaganda from every conceivable angle that distinction between straight news and mere self-seeking publicity often becomes difficult. It is a fact that every editor's mail is so cluttered with propaganda letters and alleged news that he frequently has difficulty in sorting out the material he ought to read. So aggressive have the propaganda makers become that an editor has to be on guard sometimes against even the new acquaintances he makes. The fault with basing editorials on propaganda lies in the fact that the writer is given only one side of a question — the side the publicity man wants him to see. His point of view, in consequence, is distorted. Many a community has had irreparable harm done it by editors who took positions on vital problems without realizing that they had been misled by paid distributors of propaganda seeking par-

ticular goals without heed to the welfare of the public as a whole.

Race and Religion. Condemnatory editorials of any races or Christian religions belong in the contraband class. Writers on metropolitan journals may be somewhat more venturesome than those on small papers, but not much more. Let an editorial writer in a small community dare denounce an act of the Swedes, the Norwegians, the Jews, or the British in his vicinity if he wants to see the wrath he will stir. In his editorial columns he has to qualify with exceeding care even so trivial a matter as a joke about the Scotch or the Irish. And as for finding fault with the Catholics, the Presbyterians, the Lutherans, the Christian Scientists, or any other sect, that is all but impossible. One has to be wary even in praise of a particular sect.

On the contrary, an editorial in support of the work of the church in general or of the nationals of any country who have settled in the community, is sure to meet with the approval of those referred to. The editor of *The Leesburg (Ohio) Citizen* showed his appreciation of this policy when he printed the following:

The Church

Admitting that in many ways the church has fallen short of its high destinies, there are still so many wonderful accomplishments which are for the good of men, that criticism would seem paltry indeed.

There is more honesty in the church than out of it.

There is less immorality in the church than out of it.

There is more charity performed in the name of the many church branches and subsidiaries than by other institutions.

For two thousand years the principles of right, equality, and brotherhood have been promulgated by earnest men and women, the product of the churches.

The church is the strongest guardian of public safety, because it has stood, and is standing for brotherhood and equality, under which liberty thrives.

Commendatory Editorial Topics. In general, one cannot help the conviction that in small communities one's editorial topics, particularly for local editorials, ought to be constructive rather than destructive, commendatory rather than censorious. One should not hesitate to be critical when there is occasion for censure. But any denunciatory local editorial is fraught with dynamite in small communities where contact among readers is frequent, and therefore personal, and where an editorial of disapproval nearly always particularizes individuals or groups so keenly that it may be construed as an insult.

Every editorial writer, of course, runs into crises when he must oppose public opinion, when he must fight individuals, groups, or even the whole community. When he does, and knows himself in the right, he cannot but go ahead, no matter the seeming consequences. But a writer must always take the hostility of the mob public into consideration. Its wrath is intense and destructive. Like fire, it knows no limits or reason. One who has been burned by it once, never forgets. In a period of intense excitement or great upheaval an editorial running counter to its emotions may mean destruction.

Newspaper Quarrels. Discussion of the personal affairs of the editor, disputes with competitors about circulation and advertising, business quarrels in general — such matters always are out of place in the editorial columns. A rival paper is a competitor, not an opponent. Time was when the spinelessness and villainy of "our loathed but persistent contemporary" was always a trump card to be used when one had nothing else to write about. But that day fortunately is gone. It is no longer ethical to attack a competitor editorially. Readers, reputable publishers now agree, are not interested in a paper's commercial rivalries and controversies. Its relations with its competitors are of no consequence to them. As a result, when

a paper lowers itself to condemnation of a rival, its readers look on and scoff. Editors or editorial writers who use the columns of the paper to satisfy their grudges and humiliate their enemies are wasting valuable white space and digging a grave for their paper in the journalistic graveyard.

Summary. Other topics to write and not to write about might be enumerated. The foregoing, however, are the principal ones. A review of them shows them all centering about the self-interest of the reader. Any writer who can analyze for the average reader his mounting tax problems; who can initiate and direct a campaign that will improve the streets of his city; who can make a drive against the slums and dives that infest almost every large community, and even some of the most remote country districts; who can aid in the Americanization of its foreign population; who can promote education and the betterment of the public school system; who can improve the health of his town through sanitation, public health nursing, and free clinics; who can advance its religious activities; who can quicken interest in public lectures, plays, art, or literature; who can write to women as well as men, and to youth as well as age — any one who can do even a small percentage of these things can find subjects that will appeal and may be assured of success in the editorial-writing department of any paper.

VII

EDITORIAL SOURCES

Thorough Knowledge. Next in importance to finding editorial subjects in which readers are interested is a thorough knowledge of the subjects. A smattering of facts and an opinion about a topic are not sufficient for production of an authoritative, confidence-inspiring editorial. In any editorial on a vital problem a writer must know his subject in all its recesses and labyrinths if he expects to command the respect of his readers. Yet passage of judgment without adequate information to fortify one's opinions is a besetting sin of editorial writers, as of all mankind. In editorial writers, however, it is particularly deplorable because when once an opinion is expressed in print, it never can be wholly recalled. Investigation beforehand — thorough and accurate gathering of data — is a *sine qua non* in production of outstanding editorials.

Newspapers. The first duty of an editorial writer on entering his office every morning is to read and digest the newspapers that have appeared over night. He must inform himself on the affairs of the world before he may presume to write about them. If he goes to his work by subway or trolley, he should have read at least one paper in the car before reaching the office, and he will be better equipped if he makes it a practice to read all the papers on his way to work. Frequently news breaks, demanding immediate comment, and a writer is able to write more effectively if he does not have to waste time learning what has occurred. As the day proceeds, too, he should watch the front pages of his own and rival publications. Woe to the writer called into the editor's office for a conference,

who has to confess ignorance of a story, even an unimportant one, in which the editor is interested.

Not all papers need be read with equal thoroughness. Headline reading and judicious skimming are sufficient for some publications. All editorial pages, however, should be scanned carefully, and one's own paper read thoroughly from the front page to the daily fiction and the "helping hand" column.

Files for Clippings. As one reads, one must clip, or mark for clipping later. An editorial writer cannot neglect his personal file of news, statistics, and opinions on related subjects. The regular "morgue," library, or clipping department — by whatever name it may be called — usually clips carefully, of course. But it frequently misses minor items that a writer needs later, and often it files its clips under heads that make prompt retrieval of a precise story or "quote" difficult, particularly if one is in a hurry. In consequence, a personal clipping file is a necessity. A statistical item or a story appearing today may not contain sufficient information on which to base an editorial. A second story tomorrow may not provide enough, or may attract one's attention, but seem unrelated. But a third news note next week or next month may show the two preceding items to be vitally connected, and the correlation of facts or evidence may enable the writer to make surprising disclosures. Taken individually, with adequate lapse of time between, single bits of information often may seem colorless, innocent as a baby's eyes; whereas a glance back over preceding clips may disclose purposes, plots, tendencies, and the like, of which the world has not dreamed. In this is the value of the personal file for clippings. It is the editorial writer's handy reference guide, his place for assembling diverse data that his readers otherwise might never associate together.

Any such file is all but valueless unless kept according to

a definite system. Almost every cabinet manufacturing company has a practical device of some kind. A simple one that may be recommended for both its practicalness and its moderate price, consists of a number of ordinary manila catalogue envelopes, large enough to hold the average pamphlet, newspaper clipping, or magazine article.¹ The envelopes may be catalogued alphabetically according to their subject content, the nature of the material in each envelope being noted on the top flap, so that one may glance down a row of envelopes standing in a drawer and find any subject quickly. Two or three dozen are sufficient to begin with, though this number may increase quickly to several hundred. The whole system may be installed in the deep drawer at the bottom of almost any office desk.

A "Future Book." A writer must keep also a "future book" of the kind the city editor uses. The file for clippings is not sufficient. By keeping a "future book" for weeks or even months ahead, one can obtain subjects for editorials and gather material that will make editorials for particular occasions something more than the desultory space wasters they so often are. New Year's, Washington's birthday, Lincoln's birthday, Memorial day, the Fourth of July, Armistice day, and similar anniversaries may be anticipated and editorials for those occasions made particularly appealing because the writer will have taken time to gather and mentally digest information that is worth while, instead of waiting until the day actually arrives and then trying to produce something to which he has not devoted adequate thought.

The twenty-fifth anniversary of the arrival of the ship bringing news of the discovery of gold in Alaska was commemorated in a series of editorials in *The Seattle Times*. The death of Theodore Roosevelt was commemorated by

¹ Suggested by Professor W. G. Bleyer in his *Special Feature Articles*, p. 38.

The Chicago Tribune. The centenary of the admission of the State of Mississippi into the Union was commemorated by an editorial in *The Jackson News*. On the twenty-fifth anniversary of the treaty annexing Hawaii to the United States *The Honolulu Star-Bulletin* ran an effective editorial on the relations of Hawaii to the United States. All these showed the result of carefully collected data, and the power that comes with prolonged thought on a single subject.

The same might be done with an editorial, or a series even, on forest fires, to begin some time early in July, during the month when the vacation season is in full swing and motorists are planning trips across state or country. Months in advance a writer would begin collecting information on forest fires, their causes, extent, and annual destruction. He would have estimates of the losses caused by the carelessness of campers. He would have the advice of the state fire warden, and possibly of the secretary of the interior, about quenching camp fires, reporting fires seen along the highways, etc. And when the time came for launching his campaign, he would have sufficient accurate, effective information to make his editorials command the attention and stir the emotions of his readers.

Investigations not always Necessary. Not all subjects, of course, require such thorough gathering of data. Frequently mere acquaintance with the progress of world events, or the news item itself, provides sufficient information to justify discussion. By way of illustration, the following six topics discussed by Mr. Arthur Brisbane on a particular day may be cited:

Weep for Ko Low. Based on the murder of a Chinaman while walking with two white girls.

Poincare's Receivership. Occasioned by a plan submitted by the French premier for enforcing payment of German reparations to France.

The Dog's Majesty. Suggested by a story telling of the arrest of two strikers for throwing bricks at a police dog.

The Czar Also Did It. Produced as a result of a story about the expulsion of two strikers from the State of Colorado.

Permanent Roads. Suggested by a statement from the chief of the Bureau of Public Roads that the words, *permanent roads*, are a fallacy.

A Flying American. Occasioned by a new world's record made in the air by an American in a gliding machine.

Exclusive News Stories. Frequently a writer will find it advisable to work with the city staff or the correspondent in Washington, in gathering material. Information of a particular kind may be obtained thus and run as news, then used as a basis for editorial discussion. One frequently will find it good, too, to use exclusive stories in one's paper by well-known special writers. These stories usually are on important topics, and comment on them calls the attention of the reader to valuable information he might have overlooked or failed to see because he does not read the paper regularly.

On the other hand, one should avoid evidence of attempting to exploit the success or goodness of one's own paper. Such a policy is short-sighted. It is much better to refrain altogether from telling how one's own paper has beaten a competitor than to be continually crying, "See how enterprising and successful we are." If one's paper is more valuable than others, the public will quickly learn it. Boasting is no more admirable for a newspaper than for an individual.

Editorials in Other Papers. Reading of other editorial pages, numbers of them, is valuable in acquainting a writer with what other editors are thinking about. Most of them have original ideas that may be adapted and used in one's

own editorial column. It should not be necessary to emphasize, of course, that one should never consider rewriting such editorials slavishly and palming them off as one's own ideas. Unfortunately a writer often can do this and get away with it, except for the lowered self-respect he experiences and the lowered estimation in which his paper is held among other newspapermen. This space-filling, plagiarizing practice of rewriting other men's editorials is a regular practice among certain craven writers. But they are at the bottom of the professional ladder, and they do not reach the top. If one will study the newspapers that exert great influence, one will find them, above all things else, independent in thought. Integrity of thought is as necessary in editorial writing as integrity of purpose. A writer cannot be at once a literary thief and a standard-bearer of reform.

Books, Magazines, and Special Studies. Books, magazines, and scientific studies are further sources. Economic, political, and sociological volumes are particularly valuable. One needs to read the most informative current reviews of national and international events. They summarize the significant news of the daily press, enabling a writer to obtain a perspective of world occurrences. Practically every national society for advancement of a special cause or study of a particular field has its own publications from which writers may obtain valuable material that needs only to be interpreted to be made interesting to the average reader. Federal and state industrial commissions issue authoritative surveys of industrial accidents, workingmen's insurance, sanitary conditions in factories, etc. Matters relating to child welfare and truancy are found in reports of civic, state, and national child welfare boards. State railway commissions and the Interstate Commerce Commission have information for the asking on freight rates and general problems of transportation.

The immigration bureau has similar reports relating to immigration. So with the departments of labor, education, the interior, and other bureaus in Washington. These reports, giving results of investigational work done by the various commissions, are enlightening for keeping in touch with the activities of public officials. The Congressional reports are worth watching closely. Though dull reading, they are filled with valuable information that remains quite unknown to the average reader until some enterprising editor uncovers it and shows its significance.

Social Contact. A writer cannot depend, however, on books and the news columns for his sources of information. He must get into the human world, mix with men and affairs, and keep on mixing until he understands the workaday lives of the men and women of his community. The ineffectiveness of many a writer is due to the fact that he does not know what the people he is writing for are saying and thinking. If one is writing political editorials, one needs to talk with voters and political leaders. From them one can obtain, not only their points of view, but concrete illustrations and statistics that will enable one to speak with authority in one's paper. If a writer is dealing with trade conditions, he must know the mature opinions of practical business men. In this way only can he prevent himself from becoming academic, hyper-theoretical, in his arguments and conclusions. Practical contact with men is as necessary as statistical information from books and scientific reports.

Influence of Special Groups. The contacts, however, need to be representative of the community. Intimate acquaintance with a particular group, even the foremost business and professional men in a city, often proves as much a hindrance as a help to a writer. It is all but impossible to be independent intellectually when one is the personal friend of men who are playing leading parts on

the public stage. When one is in too close relation with the big men in politics, business, education, and the like, one is restricted in a thousand ways in the independence of thought and expression necessary to the conduct of a great editorial column.

Innumerable writers fail at this point. Unconsciously they let their intercourse in particular clubs, fraternal organizations, or social cliques warp their outlook on society and government. Too many are inclined to be representative of the commanding class rather than the majority, of the upper thousands rather than the millions below — of a world that is not the nation, the state, or the community in which their paper is issued. Too many are inclined to be philanthropic toward the laboring classes rather than representative of them. They need to desert the homes of wealth for the cottages, the commercial clubs for the labor temples, the cathedrals for the mission churches. They might thus represent better the people as a whole rather than the successful and ruling minority. For, after all, the power of the press is its democracy.

Names in Editorials. A writer will find it useful, particularly on a small paper, to embody in his editorials as often as possible the identical opinions of men and women with whom he has conversed, quoting them verbatim if possible. Every reporter knows the worth of local names in his news stories. For some reason, however, it has not occurred to many editorial writers that the more names of local personages they can crowd into their editorial columns, the greater the interest their editorials will excite. The reason is evident. Everybody likes to see his own name in print. He enjoys seeing his own beliefs confirmed. He welcomes new arguments in favor of his conviction. And he likes to show the editorial confirmation to his friends, who in turn come soon to regard the paper as their friend also.

Information Gained during Social Intercourse. Warning must be given against use of private information gained during social intercourse — at clubs, dinners, receptions, and the like. A writer must be careful lest he cause embarrassment and unhappiness to acquaintances and friends who have talked, as they usually do, without expectation of being quoted. No objection may be made to editorials originating in casual conversation, provided the information is first found to be correct and the permission of the informant is obtained. Such editorials are to be commended beyond question. But one who writes without the full consent of the persons giving the information is liable to make enemies for both himself and his paper. What is worse, he makes everyone except publicity seekers afraid to talk freely when he is present, and so closes to himself valuable avenues of approach to the heart of his community.

Daily Routine of Work. How a writer may find material for editorials in the course of a day's routine, by keeping his eyes open and his mind alert to incidents about him, may be shown best by the following specific illustrations:

A casual conversation with a farmer, following an unusually backward spring, caused the editor of *The New England Homestead* to write on the kinds of crops the farmers ought to plant.

Home-made beer served at a party at which a writer on *The San Francisco Bulletin* was present caused him to produce an editorial on *Home-Made Booze*.

An automobile with the "cut-out" open gave a writer on *The Boston Post* an idea for an editorial on observance of law by motorists.

Caterpillars denuding a maple tree provided an editorial writer on *The Seattle Times* with timely material for an editorial on preservation of our trees.

While sitting at lunch in a New York cabaret, a writer on *The Herald* heard a particularly nerve-racking popular tune that caused him to inquire editorially

for a reason for the musical degeneration of our time.

A long line waiting in the mid-afternoon to buy tickets to a motion picture show was the occasion for an editorial in *The New York Mail* on the way we spend our idle time.

In Milwaukee a woman was crossing Fourth Avenue in the mid-half of the block. An automobile honked back of her, causing her to step almost in the way of a street-car. Her narrow escape was the occasion for an editorial the next afternoon in *The Journal* on *Jay Walking*.

Robbers of Our Christmas Trees was the subject of an editorial in *The Portland Oregonian*, occasioned by some one seeing the forests near Portland denuded of their small trees just before Christmas.

Such editorials as these are illustrative of the reams of material going to waste on every street, in every office, in every shop window, and on every doorstep in one's own town. A misspelled letter from a casual correspondent, a circular letter quoting prices on stocks of questionable value, a smile on the face of a courteous messenger boy, an oath by a truck driver beneath one's office window, a tiresome visitor unmindful of a busy man's precious working hours, continual interruptions by a clanging telephone when one is trying to concentrate one's thoughts — any of the dozens of little nameless incidents of daily office life suggest live material for editorials.

Nor need a writer stop with his office. Within the walls of his own home is countless useful material. A frown on the landlady's face, or the wife's when one is late for a meal, the value of a budget in household economy, a husband's or a wife's duties in the conduct of the family, the income a family should have before buying a car, the value of a savings account — these are types of ideas that appeal to the general reader because they are problems in his daily life. An editor may count on it that his own everyday

experiences and problems, instead of being unique, often are typical of the town in general and may provide interesting material for editorials.

Analyzing Readers. All suggestions thus far for gathering material represent effort to reach readers in general. The suggestions do not take into consideration the specific classes of readers every paper gathers about itself as a result of the character of the news it prints, the locality in which it circulates, or the time of day it publishes. An evening paper has a different type of reader from what a morning publication has. One that has a large clientele outside its city probably has a different type from the one circulating chiefly among the urban working classes. One published among the Swedish settlers of Minnesota or the Dutch settlers of Washington has a different type from what *The Atlanta Constitution* or *The Nashville Tennessean* has. All this polyglottous mass of reader interest caused in most communities by differences in nationality, ancestry, education, religion, and moral standards must be compassed by an editorial writer before he can make much progress. He must know each group and its interests, and reject or discard material and arguments from his editorials accordingly. His success or failure will hang in no small measure on his sense of perspective as measured by the interests of these varying groups.

This perspective a writer usually obtains slowly by personal contact in his community and by listening to other persons talk. Such a method, however, is faulty. A large proportion of those with whom he talks do not take his paper, and to write to them is relative waste of editorial space. He must find a more definite way of learning to whom he is writing. Fortunately there is such a way.

Let us suppose one is on an afternoon paper having a circulation of 60,000 in a city of 350,000. Let us suppose

further that the circulation is divided as follows: foreign circulation (outside the state), two per cent; state circulation, nine per cent; suburban circulation, fifteen per cent; street sales, ten per cent; carrier circulation, sixty-four per cent. These figures may be had from the circulation department, which can tell also the particular sections of the state, the suburban communities, and the districts in the city where the circulation is heaviest. By studying these circulation centers, a writer can learn with considerable definiteness the classes for whom he is writing. If the state circulation, for example, is largely among the Norwegian farming communities, and the suburban circulation is among small householders who live outside the city limits to escape high rents, and the city circulation is mainly in the residential sections populated by small shopkeepers and the laboring classes, a writer may discern with considerable definiteness whom he is writing for and may choose his editorial material accordingly. He need not write as to a blank wall, not knowing whom he is seeking to interest.

Conclusion. To be effective, a writer must be able to fathom the minds of his readers. This point cannot be too much emphasized. The public wants to know what it itself thinks as well as what the editor thinks. A writer, therefore, must keep in touch and in speed with that mass mind. He must appreciate the multiplicity and variety of its appetites and interests. He must know the reaches of its ever widening horizon and must develop with it in intelligence and worldly wisdom. Innumerable writers fail here. They do not make sufficient effort to keep themselves in the forefront of community thought. They stop exerting themselves to unearth live editorial material. Topics requiring extensive investigation, they do not think worth the effort. They go stale because they adopt a routine of thinking and writing, and their editorial columns fail accordingly.

VIII

BUILDING THE EDITORIAL

Need of Organization. After a writer has chosen a topic for an editorial and has gathered sufficient data to make discussion worth while, his next step consists in organization of his material. This step is necessary for four reasons: (1) to get all the topics bearing on the subject; (2) to get only the topics bearing on the subject; (3) to get all the material into logical order; and (4) to enable the writer, when he begins writing, to devote his entire attention to composition of the editorial. No matter how long or short the editorial he intends writing, he ought to have a definitely formulated plan. For lack of such a plan many a potentially powerful editorial has been spoiled before the writer put copy paper into his typewriter. Most editorials, indeed, are made or ruined before a word is written.

Beginners often contend it is easier to write an editorial without a specific plan. An editorial is too short, they argue; a written outline takes too much time. But they are beginners who argue so. Unquestionably it takes less time to spin off a page and a half of typed copy, more or less logically put together — chiefly less — than to think out and develop all the details of an editorial in advance. But the result — the effect on the reader — is what justifies the additional time. Nine times out of ten an editorial written without a definite plan, and dependent therefore on the initiative of the writer to arrange his ideas as he goes along, will be far from a clear, logical discussion of the subject.

This is not saying a writer should have a long wordy

outline for every three-hundred-word editorial, topics and subtopics being grouped and numbered to the *n*th degree. The emphasis is meant to be merely on the necessity of a specific written plan for every beginner. Later, when the novice has become more experienced he may omit some of the subtopics. Still later he may become proficient enough to write from a few jottings, used to refresh the memory as his typewriter carriage speeds along. But even the most experienced writers do not write without a definite plan of what they intend saying. The usual antipathy toward outlines is based on the difficulty most persons experience in thinking a subject through to its logical conclusion from the beginning. Unwillingness to construct an outline generally means mental lassitude.

Combination of Appeals. The first step in marshaling facts and arguments preparatory to writing consists in selection of material with a view to weaving in as many points of reader interest as possible within the limits of the editorial — such points as were noted in Chapter VI. For example, on the eve of a threatened national railway strike a writer in *The Yakima* (Washington) *Republic* wrote an editorial on the menace of the strike to the fruit growers in his particular section. Publishing the editorial the day before the strike was to begin, he availed himself of the timely element. In the editorial he dwelt on the impossibility of getting a sufficient number of refrigerator cars to ship fruit before it would spoil. Touching the subject from that angle, he reached the financial interests of his readers. Throughout the editorial he dwelt on the subject from the local point of view; and before he closed, he had combined no fewer than four of the elements of reader appeal cited in Chapter VI.

Statement of Purpose. Because of the large number of possible appeals inherent in most subjects, a writer is liable to be trapped into aiming at too many targets in a single

editorial. Oftentimes a subject has so many possible angles of approach that it is difficult to resist the temptation to use them all. To do so frequently means failure — a long, seemingly aimless, hazy editorial that fails to make a definite impression. To forestall this error, a writer should determine carefully the specific purpose of his editorial. If he finds the purpose held only hazily in his mind, he should formulate it in a written sentence. Suppose, for example, he wanted to write a New Year's editorial and chanced to notice in the day's news a story about a druggist friend in a neighboring city failing in business. Suppose also that the writer happened to know this friend had failed because he had not kept up with the latest methods in drug-store merchandising. The purpose of the editorial might be stated thus: "One of the important things you business men might do as the New Year begins is to give a moment of serious consideration to whether or not you are keeping up with your profession."

Such a definitely expressed purpose would enable the writer to do three things: (1) to determine precisely whom he was writing to, and hence to write from a single point of view; (2) to discard all material having no bearing on the stated purpose; and (3) to know when he had accomplished the task he set himself in the editorial. The editorial would be addressed to all business and professional men. It would have no purposed appeal to wives or parents or young men not yet in business. And the writer, knowing what he was driving at all the time, would not be tempted to linger too long on any one topic, paragraph, or point at the expense of other phases of the subject that might be equally essential.

An editorial may be written without having the purpose definitely expressed on paper. But the aim must be clearly fixed in the writer's mind, or the editorial will wander confusingly and leave only a hazy impression in

the mind of the reader. For the beginner safety lies in the written statement.

Elimination of Irrelevant Material. The second step in preparation of the outline consists in elimination of irrelevant material. If the topic has been of a nature necessitating research and considerable note-taking, a writer probably will discover he has too much material, some of it touching the immediate subject only remotely, some being entirely useless. He may even find he has sufficient data for many editorials. The material bearing less directly on the immediate purpose of the editorial may be returned to the personal file for use later. It is far better to have too much material rather than too little. But one must be meticulously careful about the material discarded — sure it is less valuable than that chosen for use.

The quality of an editorial is determined by the points, incidents, and arguments finally chosen. Not every point touching the subject can be used. Not every feature of every topic of interest to every reader can be included. Something must be rejected; and this final decision between important and unimportant material distinguishes the master mind in editorial writing from that of the hack writer. In this trait alone lies the difference between success and failure. One writer will discard a particular topic as insignificant, and another will use it; and one will succeed and the other fail. A writer must ask himself continually: "Will inclusion of this material make the subject clearer or the appeal more effective to the particular readers to whom the editorial is written? Is it vital to the discussion? Is it a new idea or a new point of view?" By asking oneself such questions continually, one can eliminate useless material and lay the foundation for an effective editorial.

Logical Arrangement of Topics. The final step in organization is arrangement of the topics in logical order. To

show concretely how an actual outline was used by an editorial writer in constructing an editorial, we may take for illustration the editorial theme just cited about the druggist failing in business. The following editorial was written on this subject:

Are You Growing or Dying?

No need to mention his name. Suffice it that a dozen years or more ago he came from college, a graduate of a reputable school of pharmacy and among the leading men of his class. The brightest prospects of any young man in town he had when he went into the drug business with his father, whom he later succeeded. Thirteen years ago there was not a more popular or more profitable place of business in town than that drug store.

Yesterday, on the last day of the old year, the store was closed forever. The promising young pharmacist of little more than a decade ago is now almost a middle-aged man, and a failure. Friends say of him that he has not learned a new idea since he succeeded his father almost a dozen years ago. And no business has changed more in the last score of years than has that of drugs.

It is not what a man does before he is twenty-one that makes him a success in life, but what he does afterward. It is not what he learns before that age but what he learns afterward. The world is filled with failures who might have been big men had they not grown old before they were thirty, had they not stopped learning and growing. Some men's brains grow old when they are twenty-five. And the world classifies them thereafter among the might-have-beens.

A fossilized man, whether young or old, is one of the perennial tragedies in the world.

If you do not keep up in your profession; if you do not read the latest literature — books, magazines, technical discussions — relating to your work; if you do not keep abreast of the time; if today's setting sun finds you no wiser regarding your business, you have ceased to grow. You have begun to fossilize. You are preparing for the day when you will be thrown into the discard and younger, bigger men be put in your place.

The new year has just begun. It will be the part of wisdom for every man, in no matter what profession, to stop and consider how much he has advanced within the last year. If one has not progressed, one has stood still. Standing still means the beginning of failure; for the world has moved since a year ago this January. He who has not kept pace with the big world strides within the last year has begun to age and may expect in a few more months or years to be classed with those who tried and failed.

You, are you growing or dying?

As a basis for the editorial the writer had the following news item, found in the morning paper on his way to work:

Matson, Tenn., Dec. 31. — The All Night Drug store, of which Bruce Maxfield, well known club man, was owner and proprietor, went into voluntary receivership here today. Liabilities are said to be \$85,000 with assets of approximately \$50,000. The All Night Drug store has been doing a general drug and soda fountain business at Tenth and Pine Streets for the past twenty-five years. Failure is attributed by Mr. Maxfield to the gradual removal of the main business section of the town across the Harley river bridge.¹

The editor of the paper asked the writer for a four-hundred word editorial. The writer, it happened, had known Bruce Maxfield in college. The data in the first paragraph of the editorial, therefore, he had already gathered. When he sat down to write, he had the following outline before him:

Bruce Max.

Graduated thirteen years ago
 Northwestern School of Pharmacy
 Led his class (?)
 In business with his dad at first
 Did big business

Failure now

Middle-aged, too

¹ All names in the news item have been changed, for obvious reasons.

Didn't keep up with profession
Had too good a time
Everybody has to keep on studying
Some men grow old before they are grown
Fossilized men tragedies
Need to read constantly
Younger men get their places if they don't
Everybody ought to read certain amount every month
A book a week
New Year good time to take stock
Standing still means failure

Outlines for Guidance only. This outline will justify careful comparison with the editorial, not for its perfection, but for the practical way in which it was used. Worth noting particularly in it is the fact that the writer did not follow it precisely. The editorial contains one or two ideas not mentioned in the outline, while the outline has one topic omitted from the editorial. In other words, an outline should be a guide in writing, not a master.

In contrast with the preceding is the following editorial, with an accompanying outline, made by an experienced writer:

Only Growing Old

The last persons to admit the approach of age are we upon whom age is creeping. Like lovers, we are the last to learn and admit our disorder. Our friends gather on the latest birthday and tell us we are not a day older than we were fifteen years ago, and we almost cheat ourselves into believing them. But we are growing old.

We have just a little less hair to comb over the bald spot than we had fifteen years ago. We are a little more tired when dinner time comes. We have a little more time to doze over the newspaper at night, and a little less desire to stay with the crowd until the small hours of the morning. We are growing old — that's all.

A little less anxious are we to have our own way than we were fifteen years ago, a little

less ready to blame others for their misdeeds, a little more charitable in our views of others' opinions, a little less eager for the gossip that wipes away reputations. A little less desire we have to convert the world to our opinions, a little less care for stocks and bonds and gold, a little less haste in making decisions, a little less dare in risking new adventures. A little more love we have for our old friends, a little greater appreciation of their worth, a little more interest in our boyhood and girlhood days, a little more zest in telling of the pranks and adventures that gladdened our youth. We are only growing old.

We should like to feel we were as young as we were fifteen years ago. But youth-consuming time has sapped the strength of which we boasted then, added a few more lines to our brows, sprinkled our hair with snow, and made us somewhat wiser men and women as we have glided inch by inch nearer the haven to which all of us sail and from which none returns. We are growing old.

The following is the brief outline used by the writer:

- Physical signs of age
 - Baldness
 - Tired at night
- Spiritual signs
 - Less critical
 - Less venturesome
 - Appreciation of friends
 - Kid pranks

Fewer topics are in this outline, and the editorial itself is briefer than the preceding one. The length of the editorial, however, cannot be determined from the number of topics. It takes more space to develop certain topics than others. The approximate length of the editorial, nevertheless, usually must be fixed in the outline, not during composition.

Length of Editorials. What length to make a particular editorial, or what length to make editorials in general, no

one can say. The readers appealed to and the policy of the paper concerning editorials govern always. In general, the present-day editorial is brief. Normally it must be compressed within the limits of three hundred to seven hundred words. The average over the United States is nearer three hundred than seven hundred. For this length publishing conditions and the present-day reader are responsible.

A century ago, before the advent of the Washington correspondent, of the sporting page, the comic sections, and the various other special departments, and before the ascendancy of the news columns over the editorial page, space in the editorial columns was less valuable than nowadays. A writer in those years might produce a two-column editorial, confident that space would be available and the editorial read. Today, however, because of the extended circle of newspaper readers and the consequent necessity of papers having news and features that will appeal to almost every type of reader possible, and because of the lessened interest in editorials, the space allotted the editorial writer has necessarily been greatly curtailed.

In addition to the severe limitation in space there is a physical fact in newspaper publishing that must be reckoned with. The standard column varies between twelve and thirteen ems, permitting approximately five words to a line — or seven to eight if column-and-a-half measure is used for editorials — and making every editorial seem to contain more material than it actually does.

The Average Reader. A writer must take these facts into consideration in constructing his editorials. He must consider also the present-day reader's lack of patience with any reading material smacking of undue length. Let any writer watch a typical newspaper reader skim over an editorial page, and forever after he will restrict his editorials to the smallest number of words consistent with adequate discussion.

The average reader opens his paper at the editorial page as he does any other page, holding the paper tiringly high, his left hand grasping one page, his right hand the other. His eye slips from the masthead, not to the first editorial below, but to the first headline at the right. If the heading is not attractive, he passes on to the first one that is, where he reads a sentence or so, his eye again passing on if his attention is not instantly arrested. If the first paragraph appeals, he flashes his eye down to the beginning of the next paragraph. If, however, the first paragraph does not appeal, or if it strikes him as too long, he passes the entire editorial, no matter how valuable the information. He passes it, that is, unless the general topic for some reason has a peculiarly personal appeal. In general, the longer the editorial or the longer the paragraphs, the less attention the editorial is likely to receive.

If the editorial extends to undue length, and has only three or four paragraphs to the column, the normal reader omits it entirely, or else looks at it for an instant only. In that instant he decides whether the matter is interesting or not. Usually it is not, and his eye speeds on to another editorial or another page. Even though the topic may appeal, he is likely to decide the editorial is too long to read right now — he will come back to it another time. So he passes on to the next pages, and the other time never comes.

Effect of Compulsory Brevity. This physical limitation of the editorial precludes exhaustive discussion in a single editorial of any topic demanding extensive analysis or argument. If a topic of considerable reach presents itself, it must be divided into subtopics for discussion on separate days. Now and then a paper makes it a rule to discuss a single topic, or at most two, on a single day, giving, if necessary, a column or more to the editorial and analyzing the subject thoroughly. Such a one, however, is able to

comment on only one or two topics a day. Most editors, remembering the habits of the average reader, demand a variety of subjects, with consequent greater limitation in treatment of each subject on a single day.

IX

TECHNIQUE OF THE EDITORIAL

Classes of Editorials. To the casual reader the varied forms and patterns of editorials seem as numberless as are architectural plans for houses. To one who stops for analysis of them, however, they resolve themselves into two, or at most four, types, according to whether one classifies them by literary form or purpose, or by structural framework. In the present chapter it will be necessary to view them from a standpoint of literary form and structural makeup, reserving for later study a division of them according to the writer's purpose.

Considered from the point of view of literary content, editorials may be classified according to the four forms of prose composition — argumentation, exposition, narration, and description. For practical purposes, however, the number of types in this classification may be cut in half by elimination of narrative and descriptive editorials, which are all but non-existent. Less than one per cent of all the editorials published belong in these two classes. When written, such editorials are rather *tour de force* compositions than strict editorials.

From a standpoint of structural organization, editorials may be divided into three types, which, for the sake of simplicity, may be called respectively one-unit, two-unit, and three-unit editorials. The three-unit type may be considered first.

Three-Unit Editorials. The three-unit editorial is far more common than either of the other two types. In it, one division, usually put first, gives the news, facts, or truths on which the editorial is based. Another unit,

usually in second place, gives the reaction of the writer toward the news, facts, or truths presented in the first part. The last unit gives the reasons for the writer's reaction. For the sake of clarity these three divisions may be called respectively the informative, the reactional, and the deliberative units. As an illustration of the three-unit editorial the following may be cited:

Concerning Wills

John L. Sullivan, champion fighter of them all, died without making a will. He firmly believed he would reach the allotted three score years and ten. He was confident of the necessary strength and constitution to carry him. But death, the inconsiderate reaper, reached him early.

In the famous pugilist's case the lack of a will made no difference. He had only one surviving relative. There will be no court contest over his estate. But his unexpected death and his firm refusal, even a week beforehand, to make a will, should serve as a warning to others of the uncertainty of life and the need of making business preparation.

Thousands of court cases, millions of money, and unnumbered heartaches and family feuds would be averted if men and women would realize the worth of making their wills and arranging in time for the disposition of their property and personal effects. The sentiment of the thing, and the grimness of it, should be cast to the winds. The making of a will is a purely business proposition.

*John L. Sullivan
died without a
will.*

*His death should
be a warning.*

*Wills save time,
money, and
heartaches.*

This editorial, it happens, has only three paragraphs, each representing a structural unit of the editorial. The first paragraph, the informative unit, is little more than the ordinary "lead" to a news story. Except for the absence of the *when* element — in this case unnecessary, because sufficiently well known to the readers — the first paragraph answers all the requirements of the normal news "lead" with which every reporter is familiar. The

second paragraph, constituting the reactional unit, gives the writer's attitude toward the information in the first part — that John L. Sullivan's death without a will ought to be a warning to everyone owning property not to postpone making his will. The third paragraph, the deliberative unit, tells the writer's reason for feeling as he does about wills.

Use the Three-Unit Model. A writer in doubt about the construction of an editorial may use practically always the three-unit type as a model and be sure of producing an effective editorial if his subject is live and his reasoning sound. This statement needs to be remembered. Probably it is the most important one in this chapter. Let us repeat it. When in doubt about the most effective construction for an editorial, use the three-unit model. It is conceivable that one may forget all that follows in the present chapter about editorial structure and still be able to produce effective editorials, provided one remembers the three-unit structure. This means fixing in mind the following points: first, an ordinary news lead; second, the personal reaction of the writer toward the facts or truths expressed in the lead; third, reasons for the writer's attitude.

The Informative Unit. The first paragraph in the editorial about John L. Sullivan may not rightly be called the lead. It happens to come first in this particular editorial. But corresponding paragraphs in other editorials do not come first always, nor do they contain the requisites of the normal news lead. It is rather the inciting element in the editorial, the element on which the editorial is based and which gives the facts that caused it to be. It is for these reasons, therefore, that this part of the editorial is called the informative unit rather than the lead.

As just said, the informative unit may or may not meet the requirements of the news lead. All depends on the

“high lights” in the original news story, — the points or facts in it that stimulated the editorial writer to discussion, and that the reader needs to know to understand the editorial. If a writer is in doubt about how much to include in the informative unit, he should see that it employs the services of all the “six honest serving men” of Kipling’s “Reporter”:

I keep six honest serving men
(They taught me all I know):
Their names are What and Where and When
And How and Why and Who.

On the other hand, any one or more of these requisites of the news lead may be omitted if the writer is sure that omission of them will not prevent the occasion of the editorial from being clear. In the editorial about the death of John L. Sullivan the *when* element was omitted. It was of no value for the purpose of the editorial. In the following informative paragraph of an editorial in *The Ohio State Journal* three of the six requisites of the news lead are missing:

A chemist in Rome, it is announced, has discovered a process for producing liquid hydrogen, one gallon of which will drive an automobile 250 miles.

The reason for the omission is that all the editorial writer was interested in, and all the reader needed to know, was the alleged discovery of a gas that would drive a motor car two hundred and fifty miles on a single gallon.

Editorial not Based on News. Frequently the origin of an editorial is not in the news. It may be a personal incident, a current attitude or opinion toward a problem, or a random idea coming to a writer from he knows not where. No matter the source, the details are reported in the informative unit as if they were news, and the editorial proceeds according to the normal type based on a news story. The

following are the initial paragraphs from an editorial in *The Delineator*:

Rebirth

We have a friend who lives on a ranch in Montana. She is seventy-five miles from the nearest railway and over twenty miles from the nearest neighbor. Except for her husband and her four children, she is utterly alone.

She is a woman of education and refinement. For fifteen years she has never known surcease from grinding poverty. She has not had a new hat or suit in five years; her husband in ten. Two years ago a woman who was going to take up land beyond my friend's died at our friend's cabin, in child birth. My friend's only good dress was used to bury the poor wanderer in.

We know many intimate details of G—'s life. We know her last letter was written when the snow was six feet deep around the cabin and the coyotes howled outside the corrals. We know that during the World War she made some beautiful layettes for the clothesless babies of France, and that it took her and her husband nearly two years to pay the hundred and forty dollars the materials for the layettes cost.

We know that two of her children are adopted and she is deeply distressed that she cannot afford to take another child. We know the books she reads and the colors she likes; we know many of her joys and griefs.

Yet we have never seen her....

These paragraphs are reported as if they were the lead to a human interest story. They are not news, as such. As used here, they merely present the basic facts for the writer's editorial on service through sacrifice.

In the editorial on "The Silver Sickle," quoted on page 115, an even more striking example of the informative unit occurs — in this case a phrase only — not a complete sentence even. In this instance, all that the informative unit needed to do was to present the occasion of the edi-

torial. A minimum of information was necessary, because readers, seeing the waning moon at night, would themselves supply the remaining information.

Excessive Brevity. A bit of caution concerning excessive brevity in the informative unit is necessary, however. A writer must not take too much information for granted on the part of readers. In general, he is wise in assuming that the average reader possesses little accurate knowledge of current events beyond such stories as have appeared on the front page of the paper. One reader may have seen the latest story about the revolution in Brazil, and missed the one about the railroad strike. Another may have read about the strike, but missed the news from Brazil; while a third may have been out of town for a day and seen neither. In consequence, though the three may have considerable information, each is woefully ignorant on many of the most common topics of the day — so much so that the knowledge or information held in common by the three may not exceed that of the ordinary school boy. Extend this community of knowledge to ten thousand or a hundred thousand readers, and one can see that very few people have much knowledge in common. As Professor Walter B. Pitkin says:¹ "They have a great deal of useful bits of information, which enables them to get along in the world. But the ignorance of all of us is so stupendous beside our knowledge that the knowledge a million of us possess in common reduces to a pitifully slender volume." In consequence, it is better to go into detail and recall too many facts for the purpose of making an editorial clear than to write over the heads of a large percentage of one's readers.

Shifting the Units. In the illustrations given thus far the informative paragraphs have been put before the other units. In practice they are put second almost as often as first, and sometimes even last. In practical editorial

¹ *How to Write Stories*, p. 59.

writing, indeed, the different units and the different types of editorials should be varied regularly to avoid monotony. In the following the reactional unit comes in the first paragraph, with the informative unit second: ¹

Jail for Hazing

A crime by any other name is no less criminal. Now that the courts are beginning to impose actual sentences on students who injure their fellows under cover of an evil tradition, there is hope that the practice of hazing may finally be stamped out.

A Montgomery County jury has sent one student of the Virginia Polytechnic Institute to the penitentiary for a year, three others getting six months each in jail. This ought to take some of the false charm out of the custom. It is to be hoped that all boys with inclinations toward that type of savagery will take courage to do their full duty.

There is no desire to be vindictive toward these misguided boys. Some kind of bitter medicine appears to be needed to cure the disease and save those that are to come. In the case referred to, the victim of the hazers suffered paralysis of the spine as a result of the blows inflicted "in fun," with "no idea of serious injury."

The chief end of schools is preparation for life. Consideration for the rights of others is one of the first lessons in good citizenship.

If school traditions teach the opposite, they must be exploded. Jail sentences may help blast them out, like an old stump by the roots. But the process should not stop there. It is too external. College boys themselves must develop a better ideal of manliness. And when college sentiment turns against hazing, high schools and other institutions will take the hint.

Mr. Arthur Brisbane is the author of the following editorial, which puts the reaction first, some of the writer's reasons for the reaction second, the informative unit third, and finally additional reasons and the conclusion: ²

¹ From *The New York Sun*. Quoted from Neal's *Editorials and Editorial Writing*, p.190.

² From *The Chicago Herald and Examiner*.

The Worst of All Passions

Of all the passions that inhabit, disturb, and twist the human mind, the worst is jealousy. It burns like fire, as the Bible says, generating intensity and hatred that nothing else can produce, and a poison that burns to the brain.

Beware of the poison, bitter jealousy, whose hatred is turned toward you. Beware doubly when that poison is a woman.

In all the history of crime there is nothing more awful than the story that comes from Los Angeles. A married woman was jealous of a twenty-year-old widow. She took a friend with her, called on the young widow, took her driving in the widow's car. In a quiet spot she asked her to stop and talk.

"Did my husband give you that wrist watch? Did he buy those new tires on your car?"

The answer was not heard. The angry wife drew a hammer from under her cloak, knocked her rival to the ground, fractured her skull in half a dozen places with repeated blows of the hammer. When the friend she had brought along ran away, she saw the infuriated woman kneeling by her victim, pounding the dead woman's head with a huge stone.

This is a picture from the stone age — a picture of jealousy. It has not changed in a hundred thousand years.

In illustration of an editorial with the informative unit last the following is an excellent example:¹

What Is a Gentleman?

There has never yet been written a definition of a gentleman that covers the meaning of the word in every enlightened country. A gentleman of France might not be accepted as such in England, in Spain, in Italy, or in America. And an American gentleman is surely a quite different creature from the gentleman of foreign nations.

Some think clothes make a gentleman — an obvious error. Others consider gentle birth the first requisite. And groups differ in consideration of breeding, refinement, profession, and character. A gambler, a burglar, a con-

¹ From *The Omaha Bee*.

fidence man, may be a gentleman under many definitions. Even a libertine is not barred in some conceptions of the word's meaning.

In America we think the general acceptance of the word the best in the world, because it considers character, conduct, and kindly helpfulness and consideration for others, regardless of social station or financial standing, more vital to gentility than education or polish. It considers interior qualities rather than external appearances.

A little girl mentioned in *The Atlanta Constitution* has beautifully expressed the American idea of what the word means. A heavy wind blew her and a companion down on the street while they were going to school. A man picked them up and escorted them by the hand. We quote *The Constitution*:

“When one of them related the occurrence at home, she was asked what kind of a man he was. She answered: ‘I don’t know exactly. He wasn’t a gentleman by his clothes, but I think he was inside.’”

Generally it is difficult to produce an effective editorial with the informative unit last. One should avoid it. More likely than not, this unit is an illustration or the basis of one of the premises in a syllogism, and logically should not come last. In addition, it is hard to find a news item or a specific fact or truth with sufficient novelty and punch in it to give the editorial snap at the end, the necessity for which will be seen in the following chapter.

Four Kinds of Prose Composition. The two-unit editorial divides itself as logically as does the three-unit type. Before adequate understanding of it may be had, however, brief attention to editorials from a standpoint of literary form is necessary, the purpose of the consideration being more to present illustrations of each form as applied to editorials than to discuss each thoroughly. It is appreciated that the four forms of writing were studied at distressing length during high-school and early college years, and probably forgotten promptly or only hazily remembered.

Argumentative Editorials. Considered from the point of view of literary form, most editorials, possibly seventy-five per cent of them, are argumentative. The average argumentative editorial presents a logical syllogism, containing a major premise founded on a truth, a minor premise based on an item of news, and a conclusion deduced logically from the major and minor premises. Either premise, however, may be omitted. Only occasionally is it necessary for both premises of a syllogism to be expressed. Ordinarily one of the two is sufficiently obvious. But when one is taken for granted, the writer always must be sure it is absolutely clear and the truth of it beyond question.

Argument Based on News. The following from *The New York Times* is an illustration of an argumentative editorial founded on a news item:¹

Anæsthetics Used on Plants

Several recent dispatches from London have told of an interesting piece of mechanism, the invention of an East Indian scientist, by the use of which the growth and movements of plants were so magnified as to become easily visible as shadowed on a screen. These exhibitions gave the observers of them a clearer realization than they had had before of the fact that plants not only are alive, but that their lives are active and purposeful in much the same way as are the lives of animals.

Now the same scientist — who has the fine name of Sir Jagadish Chandra Bose — has made, he says, the interesting discovery that if plants are to be subjected to a severe shock, such as is involved when they are removed from one place in the ground to another, they are much more likely to survive it if they are anæsthetized before the "operation" is performed. This seems a fanciful assertion, but its accuracy is a matter of fact, not of opinion, and the propounder of the theory says that he has tested it repeatedly in transplanting experiments, and that his success has been remarkable.

¹ Reprinted from Neal's *Editorials and Editorial Writing*, 201.

It has been known for years that the vital activities of plants, exactly like those of animals, can be slowed down or suspended by the use of anæsthetics, and by this means some florists have prevented blossoming before a desired date like Easter or Christmas. That transplantation is a great shock to all vegetable growth from seedlings to mature trees — that it is often fatal and always delays their progress — is known to every gardener, professional or amateur. It is not at all incredible, therefore, that the removal would be better borne if the plant were in a state describable as one of unconsciousness.

These investigations deserve heeding by people who let what might be called domesticated plants go hungry, and especially thirsty — subject them, that is, to cruelty which they would not dream of inflicting on any animals. That the plants thus neglected "suffer" in the ordinary sense of the word may not be demonstrable, but they present all the familiar signs of pain, including that of death, when the maltreatment is too prolonged or severe, and the possessors of hearts really kind and consciences really sensitive should feel compunction when they forget to water the geraniums on the window ledge.

Reduced to its baldest form, the syllogism in this editorial is:

Major Premise. All animals must have food and water regularly.

Minor Premise. Plants are like animals.

Conclusion. Hence, plants must have food and water regularly.

The major premise in the syllogism, it will be noted, is omitted, as it should be. It is such a truism as not to necessitate restatement. The editorial, however, presents by implication a logical syllogism.

Reference may be made once more to the editorial on page 103 about the death of John L. Sullivan. Analysis of it shows the following syllogism:

Major Premise. Every one should prevent heartaches and loss of time and money after his death.

Minor Premise. Business preparation for death prevents heartaches and loss of time and money after death.

Conclusion. Hence, every one should make business preparation for death.

Argument not Based on News. Lack of a news item as the basis for an argumentative editorial affects its structural form only, not its logical organization. The following from *The Milwaukee Journal* may be cited:

The Poetry That Was

Odd, isn't it, how the poetry of life trickles away with age — how it fades into evanescent memory with the same certain fate as Wordsworth's sacred gleams from the land that was before we were born and is to be when our bodies are dust.

Santa Claus, when we were three, was the idol of our lives and as real as father and mother. To him we looked for our Christmas joys, and wasted writing paper by the ream for our selfish little messages up smoky chimneys. We didn't know just how he got those messages. But somehow he always managed to bring just the very doll, just the very sled, that we wanted. He was a good old man, Santy was, and we'll never forgive him for the childish pleasures he gave us before we were ten.

Those were the days when we could catch birds by putting salt on their tails, when witches rode in our hair at night and left it tangly next morning, when awful genii presided over the treasures of the earth, and fairies danced on the lawn at midnight, leaving the daisies rosy and the grasses green where their tiny feet had tripped.

But those years, those ecstatic years, have passed. It is a sad day for any child when he learns the earthliness of Old Santa. Christmas is gone for him then, never to return until he is a father and can tell the dear old myth to his three-year-old. He can't run his little legs off any more, trying to put salt on birds' tails. He can't dream dreams of riding brass horses through the air by a simple turn of a button and meeting angelic princesses by a mossy well in faraway lands.

No, there isn't any Santa Claus. Fairies don't exist. Genii never were. And those princesses were never as fair and lily-like as they were said to be. If perchance they were that fair, with brows like the lily, we know now that their liver must have been out of order or their lungs spilling over with tubercular germs. Moreover, we can't meet them any more, even in our dreams, by mossy springs, for the scientists have declared that the moss-covered bucket that hangs in the well is reeking with typhoid germs. And they even won't let us kiss the dear, royal maids any more, because kisses are microby.

Yes, much of the poetry we once knew is dead — faded in the light of learning, experience. Age and wisdom may have given us new fields for poetry; but certainly it has deprived us of one realm that was dripping with all the fairylike fantasy of a world that never can come again.

The syllogism in this editorial is reducible as easily as are those in the two editorials already cited. Stripped of its illustrations and subordinate arguments, it is:

Major Premise. Worldly wisdom takes much of the poetry out of life.

Minor Premise. Age gives us worldly wisdom.

Conclusion. Hence, age takes much of the poetry out of life.

Expository Editorials. The purpose of editorials of exposition is to explain, to interpret, to make clear. They deal with terms, ideas, problems, and principles that are not clear to readers. They make use of argument, description, or narration — any one or all of the forms of composition — when necessary to make a point intelligible.

Like argumentative editorials, editorials of exposition may or may not be based on a news item. The editorial from *The Omaha Bee* on page 109, entitled "What Is a Gentleman?" is an illustration of an expository editorial based on a news item. The purpose of that editorial is to explain the American conception of what constitutes a

gentleman. The basis of it is the news item in the last paragraph. The following is an expository editorial without a news basis:

The Silver Sickle

And now the silver sickle of the autumn moon!

Autumn is like age — it steals upon us before we know it. So silently, so stealthily it creeps on the heels of summer that we are hardly aware, except from reference to the calendar, that it has come. But some afternoon we look about us to find the sunshine has paled since morning. The forests far and near flame with crimson and gold. Beneath our feet the purple leaves rustle in mournful reminder of the good summer that has gone. The shocks of corn stand in the brown fields like Indian wigwams. The air fills the nostrils with whiffs of burning leaves. The horizon flashes with darts of flickering flame. In the skies the battle line of wild geese moves swiftly to the long winter home. Autumn is here before we knew summer had gone.

Autumn is like age — it fills men with memories. There were a thousand things we had thought to do in the warmth of the open air. There were a thousand things that went wrong when summer was here. But memory gilds them all with the gloss of forgetfulness, leaving only the joys of the sunshine and God's out-of-doors to brighten the melancholy months of fall and winter. Cut fingers, bruised knees, torn dresses, are all blurred in the remembrance of the white boats, the lapping waters, and the bright sands. Nature's way, this, of compensating for the rigors of winter and what time has taken away.

Autumn is like life — it promises another life. Nature has cast aside its beautiful decorations. It has gathered its harvest. It has wrapped itself in its blanket, in protection of itself for another springtime, a rebirth, a bigger planting and a bigger harvest.

In the spring the silver sickle of the crescent moon!

The purpose of this editorial is to explain some of the more common emotions of the average individual at the

beginning of autumn. Appearing during the first autumn month, the editorial did not demand news as a basis for discussion. Mere timeliness was sufficient. The initial paragraph, instead of being an informal lead giving the general topic, might have been a simple statement of purpose. Thus: In the way it steals on us before we are aware, filling us with memories of early days and promising another life beyond the present, autumn is like age and life.

Descriptive Editorials. The descriptive editorial explains itself, though one must be careful not to confuse description with exposition. The purpose of exposition is to make the mind comprehend. The purpose of description is to present or suggest a specific material thing, the appeal being to the imagination through the senses. The following, for example, is not description, but exposition:¹

October in Kansas

The very air is invigorant, fragrant from the harvest, spiced with wood smoke, bracing from the first frosts, scintillant with the glorious sunshine that fills the shortening autumn days with splendor and makes thin and luminous the attending shadow. "Bob White" shrills of "more wet, more wet." His Quakerish little wife, with half-grown brood, trimly speeds across the roadway into the ripened corn, or with musical "whir-r-r-r" rises, to dive into the distant sea of undulating brown. Prairie larks trill and carol, on the rusty wire, or perched on the infrequent posts that hold the cattle from the ripened field. Hawks fly low. Frightened sparrows flutter into trees and hedgerows. Rabbits scurry from bare pastures to grassy covert, or sit erect and watch with distended eye, quivering nostril, and rigid ear the impending danger.

The murmur of voices, the morning cock crow, the lowing of cattle, are as distant music, carried softly to the ear by the voluptuous air. Corn shocks dot the field — tents of an army that stands nearby in whispering ranks. A

¹ W. E. Blackburn in *The Anthony Republican*.

multitude of peace and plenty — no arms, no equipment, but a haversack of golden grain on hip or shoulder. Save a weary few, they stand expectant, waiting to deliver their garnered wealth, be mustered out, and with empty pockets, light hearts and fluttering banners retrace their steps via the moldering way to the place whence they came, and rest. In rusty velvet fields, big, dusky haystacks stand in herds or gather in about the barn, shouldering one another in ponderous good humor.

From the inspiration of the caressing air, the peaceful plenteous view, satisfied achievement of a summer's work, of goodly store from nature's plenty, we look with brightened eye, bounding blood and defiant head, to the north, undaunted by the icy breath that tells of coming snow.

While making use of description, the purpose of this editorial is not to describe October — October cannot be described — but to stir the mind of the reader by a recital of the great common joys of that month in Kansas. The following, on the contrary, is a descriptive editorial:¹

A Great Old Sunset

What a stormful sunset was that of last night! How glorious the storm and how splendid the setting of the sun! We do not remember ever to have seen the like on our round globe.

The scene opened in the west, with a whole horizon full of golden interpenetrating luster, which colored the foliage and brightened every object into its own rich dyes. The colors grew deeper and richer until the golden luster was transfused into a storm cloud full of the finest lightning, which leaped into dazzling zigzags all around over the city.

The wind arose with fury, the slender shrubs and giant trees made obeisance to its majesty. Some even snapped before its force. The strawberry beds and grass plots turned up their whites to see Zephyrus march by.

¹ From *The Ohio Statesman*. Written by Samuel Sullivan Cox in 1853, and said to be the first human interest editorial published in America. The writer came to be known thereafter as "Sunset" Cox.

As the rain came and the pools formed and the gutters hurried away, thunder rolled grandly and the firebells caught the excitement and rang with hearty chorus.

The south and the east received the copious showers, and the west all at once brightened up in a long polished belt of azure, worthy of a Sicilian sky. Presently a cloud appeared in the azure belt in the form of a castellated city. It became more vivid, revealing strange forms of peerless fanes and alabaster temples and glories rare and grand in this mundane sphere. It reminded us of Wordsworth's splendid verse in his "Excursion":

The appearance, instantly disclosed,
Was of a mighty city — boldly say
A wilderness of building, sinking far
And self-withdrawn into a boundless depth,
Far sinking into splendour — without end!

But the city vanished, only to give place to another isle, where the most beautiful forms of foliage appear, imaging a paradise in the distant and purified air. The sun, wearied of the elemental commotion, sank behind the green plains of the west. The "great eye in heaven," however, went not down without a dark brow hanging over its departed light. The rich flush of the unearthly light had passed, and the rain had ceased when the solemn church bells pealed, the laughter of children rang out loud and, joyous after the storm, was heard with the carol of birds; while the forked and purple weapon of the skies still darted illumination around the Starling College, trying to rival its angles and leap into its dark windows.

Candles were lighted. The piano strikes up. We feel it good to have a home, good to be on earth where such revelations of beauty and power may be made. And as we cannot refrain from reminding our readers of everything wonderful in our city, we have begun and ended our feeble etching of a sunset which comes so rarely that its glory should be committed to immortal type.

Narrative Editorials. The term, *narrative editorial*, is almost a misnomer. Strictly speaking, there can be no such thing as a narrative editorial. The following, however, probably is as near to a narrative editorial as one may find:

Irene

All the tragedies are not told in the fifty-cent novels and the ten-twenty-thirty-cent melodramas.

In a neighboring city, within easy telephone communication of Milwaukee, a woman lives whom some think God has forgotten. She is just a girl, Irene is — scarcely past boasting she is in her twenties. She has hair as black as a raven's and eyes as brown as a berry. They sparkle with the light of love when she smiles and snap with the fear that is born of hate when she frowns. She would be beautiful if her troubled face were not wasted with overwork and dissipation.

Only one great purpose holds Irene from slipping through the back door of life through which cowards and ruined women creep to escape the calumny of an unsympathetic world of undiscriminating men and women. A baby's arms circle her neck when she comes home at night from work. A baby's hands pat her cheeks. A baby's voice calls her mother.

For her baby, Irene works twelve to fifteen hours a day. It takes sixteen dollars a week to support herself and her daughter, and Irene earns only twelve. The remainder — But baby must live.

The man who should have made Irene his wife is an actor in a great city in the east. Every night, until their pretty eyes are red, women weep over his heroic part in a play showing how his heart was broken and he was dragged to ruin by a beautiful woman who would not return his love.

The first paragraph of this editorial almost makes it argumentative. One may suppose, however, that this paragraph is merely an expression of the revulsion felt by the writer at the moment he begins telling Irene's story.

The Two-Unit Editorial. Following this excursion into the literary forms of editorials, we may return to structural organization. In the discussion of the three-unit editorial it was pointed out that the informative unit may be put first, second, or even last. It may be added now that it

and the unit presenting the reaction of the writer may be combined, thus producing a two-unit editorial. In the argumentative editorial this combination is common.

A Word for the Snake

Someone needs to join the American Forestry association in its recent plea in behalf of the snake. All of us hate the "critter," maybe because, as the old colored woman said, "There he is, there he ain't, and you never can tell where to find him," or possibly because we feel we have biblical sanction dating from the time of Moses. But if more of us knew that we have only three kinds, or genera, of poisonous snakes in Wisconsin, and only four in America, and that all of them are valuable protectors of our gardens and fields, we should have more snakes to do us service.

The three poisonous snakes in Wisconsin are the moccasin, copperhead, and rattle. The other kinds — water snakes, garter snakes, grass snakes, black snakes, king snakes, etc. — are harmless. Moreover, the king and black snakes are deadly enemies of the poisonous ones and kill them whenever they can.

The good that snakes do is in what they eat, including mice and insects. Most of these snakes follow the runways of mice regularly, some of them hunting their prey systematically, quartering off the ground and following their game relentlessly.

When we consider that we lose billions of dollars in America every year because of rodents and insects, and that one of the most deadly enemies these have is the snake, we should consider a long time before killing one simply because it is repulsive to us. Rattlesnakes, moccasins and copperheads, despite the good they do, may well be killed because of their dangerous bite; but it is well to protect the others.

The first paragraph here gives both the occasion of the editorial and the writer's desire to defend the snake. The remainder presents the writer's reasons for his attitude.

As an illustration of the two-part expository editorial

quotation may be made of Mr. Frank M. O'Brien's masterpiece on "The Unknown Soldier," published the day of the burial in state, November 11, 1921, of the body of an unknown soldier in Arlington Cemetery, Washington.¹

The Unknown Soldier

That which takes place today at the National Cemetery in Arlington is a symbol, a mystery and a tribute. It is an entombment only in the physical sense. It is rather the enthronement of Duty and Honor. This man who died for his country is the symbol of these qualities; a far more perfect symbol than any man could be whose name and deeds we knew. He represents more, really, than the unidentified dead, for we cannot separate them spiritually from the war heroes whose names are written on their gravestones. He — this spirit whom we honor — stands for the unselfishness of all.

This, of all monuments to the dead, is lasting and immutable. So long as men revere the finer things of life the tomb of the nameless hero will remain a shrine. Nor, with the shifts of time and mind, can there be a changing of values. No historian shall rise to modify the virtues or the faults of the Unknown Soldier. He has an immunity for which kings might pray. The years may bring erosion to the granite, but not to the memory of the Unknown.

It is a common weakness of humanity to ask the questions that can never be answered in this life. Probably none to whom the drama of the Unknown Soldier has appealed has not wondered who, in the sunshine of earth, was the protagonist of today's ceremony. A logger from the Penobscot? An orchardist from the Pacific Coast? A well-driller from Texas? A machinist from Connecticut? A lad who left his hoe to rust among the Missouri corn? A longshoreman from Hell's Kitchen? Perhaps some youth from the tobacco fields, resting again in his own Virginia. All that the Army tells us of

¹ From *The New York Herald*. This editorial received the Pulitzer prize of \$500 "for the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning, and the power to influence public opinion in the right direction."

him is that he died in battle. All that the heart tells is that some woman loved him. More than that no man shall learn. In this mystery, as in the riddle of the universe, the wise wonder; but they would not know.

What were his dreams, his ambitions? Likely he shared those common to the millions: a life of peace and honest struggle, with such small success as comes to most who try; and at the end the place on the hillside among his fathers. Today to do honor at his last resting-place come the greatest soldiers of the age, famous statesmen from other continents, the President, the high judges and the legislators of his own country, and many men who, like himself, fought for the flag. At his bier will gather the most remarkable group that America has seen. And the tomb which Fate reserved for him is, instead of the narrow cell on the village hillside, one as lasting as that of Rameses and as inspiring as Napoleon's.

It is a great religious ceremony, this burial today. The exaltation of the nameless bones would not be possible except for Belief. Where were Duty and Honor, the well-springs of Victory, if mankind feared that death drew a black curtain behind which lay nothing but the dark? So all in whom the spark of hope has not died can well believe that we, to whom the Soldier is a mystery, are not a mystery to him. They can believe that the watchers at Arlington today are not merely a few thousands of the living, but the countless battalions of the departed. "Though he were dead, yet shall he live"—there is the promise to which men hold when everything of this earth has slipped away.

All the impressive ritual of today would be mockery if we did not believe that, out in an infinity which astronomers cannot chart or mathematicians bound, the Unknown Soldier and all the glorious dead whom we honor in this dust are looking down upon this little spinning ball, conscious of our reverence. And when noon strikes, signal for the moment of silent prayer, few of those who stand with bared head will lack conviction that the rites at Arlington are viewed by other than mortal eyes. Only in that Spirit may we honor the Unknown Soldier and those who, like him, died for this Republic.

Unknown, but not unknowing!

The first sentence gives both the occasion and the writer's position toward the event. The editorial as a whole is an interpretation of what the nation felt on the occasion of the burial of the Unknown Soldier.

One other illustration of the two-unit editorial needs to be given — one presenting merely the topic in the first unit, with the remainder of the editorial devoted to explanation:¹

Fraternities in the Colleges

Much discussion has been indulged in, possibly elsewhere as well as in the United States, regarding the activities of college fraternities and sororities.

It is not strange that a divided opinion exists as to the wisdom or unwisdom of maintaining these organizations as a part of college life, and as to the benefits or drawbacks which affiliation in them involves. Circumstances alter cases. This is a self-evident proposition. Thus it is as difficult to make a definite and unyielding rule for the government and routine of family life as it is to prescribe arbitrarily the line of conduct which should be followed by undergraduates in the colleges.

There are satisfying indications that in most organizations there exists, more generally than in former years, a higher and clearer sense of democracy than is commonly supposed. Those associations quite naturally reflect the basic ideals of the college with which they are identified, and as it is true that the colleges are departing farther and farther from any adherence to a false aristocracy, so student groups that are bound together by the innocuous oath of fraternalism welcome the struggling student who is compelled to work his way through four years of college, just as sincerely as they do the scion of a millionaire.

Under these conditions, wherever they exist, the testimony of those who claim to be able to judge is to the effect that the young man or young woman who is obliged to be absent from home while attending college is benefited by the intimate association which

¹ From *The Christian Science Monitor*.

life in a fraternity or sorority house compels. Association with seniors or other higher classmen affords what, in many cases, is greatly needed—an opportunity for close introspection. One soon realizes the necessity of seeing himself as others see him. If he is slow in availing himself of this opportunity, the mirror is generously held up for him.

But while all these arguments are attractively presented in the briefs of those who defend all college secret societies, so called, they need not be accepted as conclusive. The record of achievement of the particular organization, always available to those who honestly seek to gain the facts, should be studied and given weight. It would not be surprising to learn that many a worthy young man and young woman has been helped in no small measure by the kindly influences of this affiliation.

In this editorial the first paragraph, a single sentence, presents the topic for discussion. The remaining paragraphs explain, in the opinion of the writer, the worth of college fraternities and sororities.

Further illustrations of two-unit narrative and descriptive editorials may be found in "A Great Old Sunset" and "Irene," quoted on pages 117 and 119. In "A Great Old Sunset" the first paragraph gives the occasion of the editorial and the joy of the writer. The remainder is a description of the sunset. In "Irene" the first paragraph gives the depressed mood of the writer. The remainder of the editorial is Irene's story. It may be added that the different divisions of the two-unit editorial may be shifted as in the three-unit type.

Single-Unit Editorials. The single-unit editorial is a *tour-de-force* type. It represents an effort on the part of writers to emotionalize abstract ideas, to translate static exposition, argumentation, and description into dramatic. Instead of following the normal editorial construction—(1) facts, (2) reaction, and (3) reasons for the reaction—writers of single unit editorials present their facts dra-

matically in such a way as to compel readers to draw the conclusions they want the readers to get. Such editorials are suggestive, impressionistic, rather than observant of the conventional standards of editorial style. They represent an effort, perhaps unconscious, to adapt the technique of the short story and the drama to the editorial. In consequence, they are almost exclusively narrative in form, though not in purpose. Expository and argumentative writing does not lend itself readily to dramatic presentation. In general, the more argument or exposition in an editorial, the less drama the editorial contains. The following editorial is fairly representative:¹

How Much?

It was a tea-party and little Margery was there by special favor. There had been much conversation about the high cost of living and much bemoaning of the get-rich-quick methods of the butcher, baker and garage man.

Margery listened in well-trained silence for a time; then with the abrupt simplicity of the eight-year-old mind she said:

"Mother, how much money do you have to have before you are rich?"

A little laugh went round the room; then Margery's mother said lightly, "Enough to keep one from worry."

"How much is that?" asked Margery.

"You make me think of Paul Dombey, Margery," exclaimed Mrs. A——. "He asked his father what money was. And his father replied that money was something that could accomplish anything. And Paul said, 'Then why didn't it save my mother?' and the astute older Dombey had no reply."

"Well, what is money?" shrilled Margery.

There was a short silence. Then Mrs. A—— said soberly, "I guess money is about what you make it, my dear; a little, sometimes, is a blessing and a great deal a curse."

"I was thinking last night," said Margery's mother, "that if I were back where I was ten years ago I'd be doing my own housework and not caring a fig about servants' wages.

¹ From *The Delineator*. Quoted from Neal's *Editorials and Editorial Writing*, p. 321.

And John would be working in the garden Saturdays instead of playing golf."

"Oh, I know how you feel!" exclaimed Mrs. S——. "It seems sometimes as if it would be a relief if a crash would come and we'd all have to go back to the simple days of our grandmothers. Heavens! How it would simplify our problems!"

Margery wriggled in her chair. "But you don't tell me how much money makes you rich," she insisted. "I want to be rich some day, and I must know."

Little Miss R——, the librarian, leaned forward to take the child's hand.

"Oh, my dear!" she exclaimed. "It's not money that makes one rich. The people with money I know are mostly stupid and unhappy. I have little money, but I count myself rich. I know through my work most of the great minds of the ages. I have enough salary to feed and clothe myself decently and to save toward my old age. And I envy no one. Who says I'm not rich?"

The child looked puzzled. Then she said: "Aren't all great people rich? I mean, don't they have lots of money?"

"Very, very few great people have been rich," replied the little librarian. "Much money clutters up the mind so that there is little room for the finer things."

"Were Christ and Abraham Lincoln poor?" asked the child.

"They were the richest men in the world, because they had everything but money," said Miss R——.

Margery sat staring thoughtfully at the cream-tart in her hand. Her mother sighed and smiled. "I feel as if I'd had a pretty fair sermon, thanks to Margery and Miss R——," she said.

"But nobody's told me how much money makes you rich," shrilled Margery. "And I want to know!"

In this editorial the writer has refrained deliberately from saying it does not take money to make a person rich. He has presented objectively, in conversation, the lesson he wants his readers to get, but presented it so simply that they cannot mistake it. Instead of telling the reaction he

himself gets from a consideration of the spiritual worthlessness of money, he recounts a concrete incident that compels his readers to experience the reaction he himself feels, thereby making a recital of his ideas superfluous.

Superficial Variations from Normal Types. The foregoing illustrations present the three structural types of editorials, with the most common positions and combinations of the individual units. Frequent seeming variations from the three types will be found. For example, the following:

Wanted — A Wife

Wanted, by men in every state, county, city and village in America, a wife.

Wanted, by millions of bachelors in the United States, a wife who can live on her husband's income and not complain; who can save a penny and not be ashamed.

Wanted, a wife whose aim in life is not dress, automobiles, card parties, dinners, society; who will not neglect her husband; who loves a home.

Wanted, a wife who knows how to cook, to sew, to direct a household; who can make a home.

Wanted, a wife who wants children.

Wanted, a wife who can teach her children to pray.

Wanted, a wife who knows a baseball score and a batting average; who is not bored when her husband talks business; who will not laugh at a husband's ambitions.

Wanted, a wife who will not be a dressed-up doll or a household drudge; who will not limit her life to the four walls of the house; who knows the need of self-improvement, self-enlargement; who can continue to grow; who loves progress, refinement, culture.

Wanted, a wife who will not look on marriage as a career.

Wanted, a wife who loves the stimulus of victory; who will not lose ambition with one defeat; who cannot be fatigued by climbing; who is willing to pay the price of success.

Wanted, a wife who can share adversity and not lose her love, who can share prosperity and not be jealous.

Wanted, a wife who does not nag, who can be a companion, an inspiration; whose love can lighten the shadows of failure; who can keep her faith even though all men fall to doubting.

Wanted, a wife who can love, love on through the years — in prosperity, in hardship, in adversity, in sorrow.

A woman who can meet these wants will find millions of men in America ready to go down on their knees and pray God for the privilege of giving her a home and making her happy.

Examination of this editorial shows it to be, not a variation from the normal type, but a simple two-part editorial. Only the manner of presentation is unique. As in this editorial, so in others, one who takes time for examination will find a continuous struggle on the part of writers to get away from the normal and to introduce variety. Such effort is commendable. Variety is as valuable in an editorial as in an essay or a short story. But variety in the editorial comes in point of view, language, length, and typography. Within each, when rightly and effectively constructed, is a definite structure conforming with one of the three types presented in this chapter.

X

WRITING THE EDITORIAL

Getting Ideas on Paper. When actual composition of the editorial begins, the editorial writer should have his main ideas so thoroughly in hand that he can give his entire attention to putting his thoughts on paper. Habits of individual writers differ; but as a rule all are agreed that, during composition, one need pay little attention to punctuation, paragraphing, grammar, and general style. Such details are matters for revision. The essential point now, the writer's thoughts being started in a particular direction, is that he get them on paper as promptly and with as little interruption as possible; for ideas once lost may never return.

Keep Readers in Mind. Once more it is necessary to emphasize the necessity of keeping specific readers in mind all during composition. One type of reader may be reached best by argument, another by appeal to the emotions, and still another by simple statements of fact, with sufficient interpretation to make the subject clear, but without defense or attack of one side or the other. As far as possible, the writer should visualize these readers. He cannot afford to aim recklessly at the conglomerate mass of possibilities beyond the walls of his office.

As stated in Chapter VII, it is easy for a writer to think that what interests him and his limited circle of friends, will interest every one. If he is an average citizen in a small community, with his soul wrapped in the everyday actions and thoughts of his community, he may encounter spasmodic success. Entire success, however, comes from constant, deliberate consideration of the merchant, the teacher,

the farmer, the lawyer, the clerk, the minister, the laborer, according to the circle of the paper's readers.

It is not necessary that each editorial be directed to all these, though the greater the number included in the appeal of a particular editorial, the greater the likelihood of the editorial being effective. A writer may direct his editorial one time to merchants and clerks, and another time to housewives. But he should not direct all of them to merchants, clerks, and housewives, consciously or unconsciously, unless he is a specialist, writing editorials of a particular type that are balanced in the editorial column by others with different appeals. One of the most successful publishers in this country, according to Professor Willard G. Bleyer,¹ attributes the success of his periodical, a national magazine, to the fact that he keeps before his mind's eye, as a type, a large family of his acquaintance in a Middle Western town of fifteen hundred inhabitants, and shapes the policy of his publication to meet the wishes and varied interests of all these members. Every successful editorial writer, purposely or not, ought to picture his readers to himself in somewhat the same way.

The Beginning. Next to the title, the most important part of an editorial is the first two or three sentences; and the most important of these is the initial sentence. It makes no difference whether the first few sentences are an item of news, a quotation, a profound truth, or an expression of personal opinion. According to the purpose of the editorial, any one of these may serve as a good beginning. The important thing is that the first sentence or so shall incite the reader's interest, that it shall stimulate him to read further. If it is dead, lifeless, if it does not grip and hold the reader's attention, the writer has little chance of inducing him to continue to the end of the editorial.

Inspiring Confidence. It is not sufficient for the first

¹ *Special Feature Articles*, p. 20.

part of the editorial merely to excite the reader's curiosity. It should do more. It should inspire him with confidence in the writer. In this an editorial writer is like a lecturer. Each must gain quickly the confidence of those addressed. The average amateur speaker does not appreciate how important the first few remarks of his speech are. He rises and addresses his audience, and from his first sentence his hearers begin appraising him mentally. If he hesitates or evidences embarrassment, his audience begins losing confidence immediately. And if his first sentences have no appeal to his hearers, their minds wander quickly to realms from which he can recall them only with the greatest difficulty.

The figure applies to editorials. The beginning should inspire readers with confidence. It must be brief, pointed. If it is the informative unit, its purpose being to acquaint the reader with the facts on which the editorial is based, it should contain only those facts, excluding all irrelevant details. At the same time it should give with scrupulous accuracy all facts needed by readers for judging the fairness of the conclusion at which the writer arrives in the final paragraphs. And it should display ample information to show the writer has both the right to speak and sufficient acquaintance with the subject to discuss it instructively. The following is a confidence-inspiring beginning, evidencing accuracy and fullness of information, and eliminating unnecessary details:

Our corn crop is ten times as large as that of any other nation.

Our wheat crop is bigger than that of any other country.

The United States has twice as many cattle and swine as any other country.

Our cotton is half the supply of the world.

Our coal production is twice as large as that of Great Britain, our nearest competitor.

Our manufactured goods each year are worth \$40,000,000,000.

Our oil production is 300,000,000 barrels a year — twice that of the next large producer, Russia.

We have over a third of the world's gold.

Our export balance is \$3,000,000,000 to \$5,000,000,000 a year, and our total wealth \$2,000 per man, woman and child, exceeding that of Great Britain, France, and Germany combined.

Few editorials, of course, require so much information as this one contains. On the other hand, a reader would not be likely to question the right of this writer to speak.

Evidence of Sincerity. Where the beginning is not the inciting unit in the editorial, but an expression of conviction regarding facts to be presented later, where it commits the newspaper to a definite policy regarding a problem, confidence may be gained by evidencing sincerity of purpose and lack of personal prejudice. A judicial attitude, interest without personal motive, enables a writer to speak "as one having authority." The position taken, of course, must be supported amply later. Mere assertion of opinion does not carry conviction with the present-day reader. On the contrary, dogmatic assertion of opinion, not backed by facts, is more likely to sway sentiment in the opposite direction. Every statement must be supported by convincing logic or data. And within the word limits of the editorial, the greater the array of data, the more effective the editorial. The following is the beginning of an editorial that disarms criticism by evidencing sincerity and lack of personal motive:

The most important problem before the next city council will be the construction of a new bridge at the foot of Second Street. Appropriations for the bridge must be made immediately.

In taking this position *The Standard* has no intention of indicating opposition to or support of the candidates of either party. Construction of the bridge will not add a subscriber to *The Standard*'s circulation list or give it an ad-

ditional inch of advertising. Advocacy of the bridge is based solely on the needs of the Prospect Hill district, as well as of the city as a whole.

Too much emphasis cannot be put on this element of sincerity. Readers will condone all sorts of shortcomings in an editorial if it conveys the impression of genuineness of purpose. They may not have the intellectual capacity always to tell truth from falsehood; but they have the moral intuition to discern when a writer is striving to speak true. They may not have the power to differentiate between fact and opinion; but they have the instinct to recognize honesty of purpose and motive. They may not be able to determine when one writes superficially, without adequate information on which to base judgment; but they have somehow the knack of detecting when one writes from conviction. And a single insincere editorial, no matter the literary skill with which it is written, discredits not only itself, but the paper as a whole.

Exaggeration. Unwillingness to exaggerate, no matter for what purpose, whether at the beginning, in the middle, or at the end of the editorial, is one of the best builders of confidence. In the editorial column, of all columns in the paper, one should write temperately. This statement may be qualified a trifle, thus: in the editorial column one must be moderate and absolutely accurate in all fact statements, though in giving vent to emotion, when one is striving for forceful statement and is sure of the position taken, one may give one's feelings full sway.

“Words, like money, are a token of value. They represent meaning, and just as money, their representative value goes up and down.”¹ A dollar will buy several francs or florins or lira. And a statement in the editorial column, presenting thoughtful opinion and bearing the

¹ *Manchester Guardian*, May 20, 1921.

stamp of approval of the paper in which it appears, is worth more than the same statement in quotation marks in the news columns and attributed to some one else. For this reason an editorial writer must be on his guard against referring to a speech as the greatest ever delivered, or an act as the most treacherous possible. Editorial writers who underestimate, keep their word currency sound. Those who overstate, who exaggerate, suffer from inflation in language — and unbelief on the part of their readers.

Good Humor. Temperateness in language, of course, is an evidence of the judicial mind referred to in an earlier chapter. So is good humor, a sense of proportion, of the fitness of things. Particularly is good humor valuable when one is writing on the unpopular side. When a writer has his readers with him, he may grow almost as angry as he likes. Witness Henry Watterson's famous series of "To Hell with the Hohenzollerns" editorials immediately preceding and during the World War. But when one is on the unpopular side, incorrigible good humor is an invaluable possession. Words written in anger are liable to be exaggerated. They usually defeat the precise purpose for which they were printed, by stirring the reader's anger against the paper. Good humor, on the contrary — ability to sense and express little incongruities of thought and opinion that give a twist to an idea and compel smiles from the reader — disarms opposition. In addition, it is one of the surest and best means for holding the attention of readers, because appreciation of humor is almost a universal trait among human beings.

Narration and Description. Use of either narration or description — illustrations — is also a valuable means for holding attention while developing an editorial. Both narration and description have the advantage of being concrete, vivid. Readers can grasp a word picture more

easily than an abstract idea. In attacking a low wage scale, for instance, a writer may hit it hardest by showing its effect on a particular family or person, with only sufficient editorial comment to drive home the emotional effect produced by the word picture. Or in explaining a new invention or discovery, he may present it in operation, to help readers visualize the way it works. Usually such illustrations come first, to arouse interest by the concrete details that readers can grasp easily. The following may be cited as an example:

A young man who boasts seven years and a height that just reaches mother's heart, wrote a letter to Santa Claus last night. It asked for a pair of skates, a boat like Fritzie's and an electric train with a train track, a station, and a switching station. And when the letter had been carefully stowed in the chimney where Santa Claus would be sure to see it before morning, this member of the Santa Claus constituency climbed into mother's lap and heard once more the wonderful story of Sleeping Beauty, who slumbered through all those years and awakened only at the kiss of the Prince Charming.

A writer should not attempt to develop too many editorials thus. The average reader of the editorial column does not turn to it for recreation or amusement. Sometimes he does; hence the human interest editorial. Rather, he is in a more or less serious frame of mind. He wants an explanation of his problems — how to vote, the effect of the new tax bill on his bank account or of the bank failure on local conditions, or what interpretation to put on the President's message. In the news columns he is attracted perhaps by narration and description — concrete pictures that he can visualize easily. But when he opens his paper at the editorial column, while he may delight in emotionalized argument or exposition, he prefers rather to get the meat and the meaning of the day's sig-

nificant events presented as simply, as briefly, and with as much humane common-sense as possible.

Clarity. Concerning the style in which editorials may be written a few accepted principles may be enumerated. The dominating motive should be clarity. Long sentences should be used sparingly. Involved, complex sentences should be avoided. Every sentence should be cut to the smallest number of words necessary to convey the meaning. To convey thought, not to conceal it, is what words are for. Verbiage conceals it. Readers are too busy with their own affairs to waste time with unnecessary words. The old florid style of editorial writing, abounding in grandiose language and classical allusion, has been interred with the editorials that reveled in it. Directness of expression is now compulsory.

Don Marquis, of *The New York Sun*, says, "If you want to get rich from writing, write the sort of thing that is read by persons who move their lips when they are reading to themselves." This means use of not only short sentences, but simple, everyday Anglo-Saxon words. One's words as a rule should be chosen for directness, for precision, and often for brevity. Except for humorous purposes, long unusual words should be taboo. Newspaper readers will not take time to consult a dictionary to learn the meaning of an unfamiliar word.

Precision. Though precision in use of words and phrases should not necessitate mention, it does nevertheless. The common misuse of some of the simplest words and the confusion of others of similar meaning, even by writers on papers enjoying wide circulation, is deplorable. Among such words may be cited the following: *balance, rest, remainder; begin, commence; between, among; defend, guard, protect, justify; lurid, brilliant, flaming*. The reason for the frequent inaccuracy in use of words in the editorial column, of course, is evident. Every writer appreciates the value

of originality of diction, and when the necessity confronts him of presenting the same idea a dozen times or more in the course of a political campaign or a Christmas season, he finds the ordinary terms in which it is expressed becoming noticeably frequent. Yet he should not let his zest for variety of expression, or the hurry of writing for immediate publication, force him into the insidious habit of using words that merely approach accuracy.

Novelty of Expression. Zeal for cleverness of idea and novelty of expression, unless altogether natural, is liable to prove baneful rather than beneficial. One of the curses of editorial writing is the happy phrase produced at the expense of accuracy. Cleverness of expression cannot compensate for absence of thought. A wide vocabulary may be obtained by constant reading and equally constant study of the dictionary. Originality and uniqueness of style may be cultivated by continuous practice. But such efforts to attract attention spend their force quickly, and when sought as a goal for editorial effectiveness, are the poorest of all poor ambitions. Naturalness is every man's best style. It is when a newspaperman thinks more of his matter than his manner, of making himself understood rather than admired, that he writes best. Nothing can take the place of thought in an editorial.

One would not minimize the worth of originality and individuality of style. Present-day editorial columns need more editorials with personality in them — editorials containing thought seething in language that burns its way into the consciousness of the reader, until the idea can never be forgotten. Forceful statement, next to thought content, is the most valuable asset a writer may give an editorial. And unfortunately it is almost the only one that cannot be taught. One must struggle continually to endow one's editorials with spirit, energy, dash — audacity even. The most abstract idea and the most perfunctory editorial may

be made interesting if enlivened with originality of expression. One of the things that does most to drive readers away from the editorial page is the commonplaceness with which so many writers express themselves. Two editorials appearing the same week in papers on the Atlantic coast may be used for illustration. Each was caused by a protracted season of warm weather in February. One paper printed the following:

Spring Is Here

Yesterday was the warmest February day the local weather man has recorded in many moons. The thermometer went up to 64. Our local girls, the most beautiful in the world, were out in their prettiest straw hats and spring dresses.

What does it mean? It means that spring is here. Cold days will come again undoubtedly, but it won't be long before the good old summer time will be with us again.

The commonplaceness of this editorial is depressing. From the title to the last sentence it is lacking utterly in originality. One appreciates, of course, the difficulty in producing an editorial on the weather. But contrast this editorial with the following:¹

February Springs a Surprise

What has come over February? Formerly there was no month so lacking in geniality. At its approach the last smiling streamlet was frozen into a terrified silence and the mercury shrank into the lowest recesses of the longest tube. Nature held her breath until the grim visitor was gone. But this year no month could be more sociable. It is as if February had suddenly seen the folly of isolating itself and determined that if its life must be short, it should also be merry.

Yesterday it attempted to pass itself off for June, and almost got away with it. And what it has been doing here is nothing to its performances elsewhere. Perhaps there is

¹ From *The New York Evening Post*.

something about Father Knickerbocker that discourages sprightly advances. In the Middle West it has evidently felt freer to take liberties. At Detroit it sent the mercury scurrying up to 50, at Cleveland to 60, at Chicago to 66, and at Cincinnati to 70. It may repent this wild gayety, but the damage is done. Always hereafter, no matter how uncongenial February may appear, we shall look closely for a twinkle in its frost-encrusted eyes and the hint of a smile at the corners of tightly closed lips.

The Editorial "We." The extent to which a writer may address his readers personally, and the extent to which he may use the first personal pronoun, either *I* or *we*, are matters about which there is considerable difference of opinion. In general, it may be said fairly, the editorial *we*, meaning the editor or an individual on the paper, is *passé*. Office rules on most of the better papers demand that the editorial writer say, "*The Herald* is informed," rather than, "We are informed." Usage is even more nearly agreed regarding the pronoun *I*. Often a writer is incited to production of an editorial by a personal experience. He should not recount the incident in the first person. Nor should he say, for example, "The writer was stopped by a deaf and dumb boy near the Lake Street bridge." Rather he should say, "A deaf and dumb boy stepped in front of a man near the Lake Street bridge."

The Pronoun "You." The pronoun *you* also should be used sparingly. Continued use of it tends to produce in the reader a feeling of undue familiarity that he resents. He does not like to have himself drawn too much into the discussion — singled out, as it were, as an object of attack. As a rule, a writer will find the impersonal style better — more dignified. And dignity is a virtue he should maintain always.

On the contrary, opportunities come occasionally when one's topic is so vital, so human, so universal in its appeal,

that use of the pronoun *you* is not only justifiable, but valuable. Without use of it the editorial would be weakened materially. Note the intimate and happy effect of *you* in the following editorial by Mr. Arthur Brisbane in *The New York Evening Journal*:

Those Who Laugh at a Drunken Man

How often have you seen a drunken man stagger along the street!

His clothes are soiled from falling. His face is bruised. His eyes are dull. Sometimes he curses the boys that tease him. Sometimes he tries to smile, in a drunken effort to placate pitiless, childish cruelty.

His body, worn out, can stand no more, and he mumbles that he is going home.

The children persecute him, throw things at him, laugh at him, running ahead of him.

Grown men and women, too, often laugh with the children, nudge each other, and actually find humor in the sight of a human being sunk below the lowest animal.

The sight of a drunken man going home should make every other man and woman sad and sympathetic. And horrible as the sight is, it should be useful, by inspiring in those who see it a determination to avoid and to help others avoid that man's fate.

That reeling drunkard is going home.

He is going home to children who are afraid of him, to a wife whose life he has made miserable.

He is going home, taking with him the worst curse in the world — to suffer bitter remorse himself after having inflicted suffering on those whom he should protect.

And as he goes home, men and women, knowing what the home-coming means, laugh at him and enjoy the sight.

In the old days in the arena it occasionally happened that brothers were set to fight each other. When they refused to fight, they were forced to it by red-hot irons applied to their backs.

We have progressed beyond the moral condition of human beings guilty of such brutality as that. But we cannot call ourselves civilized while our imaginations and sympathies are so dull that the reeling drunkard is thought an amusing spectacle.

The Final Sentence. No discussion of editorial composition is complete without emphasis on the worth of a strong final sentence. Next to knowing when to stop comes *how*. If possible, a writer should not quit without putting a definite, powerful "punch" into his last sentence. This sentence gives the reader the final impression — which should be lasting — that he carries away with him about the subject matter of the editorial. The sentence may be a sudden revelation of the connection between illustrations or points in the editorial. It may be a stimulative exhortation to act on the arguments advanced. Or it may be an epigrammatic summary or expression of opinion. Whatever its nature, it should be forceful. A conclusion — not necessarily a formal one by any means — with a thought-provoking sentence to round the editorial out, is almost as necessary as an interesting beginning. The following from *The Wisconsin-News* illustrates what a concluding sentence with the cutting sting of the whiplash can do to an editorial that otherwise would have been only a little better than mediocre:

How Many Thoughts?

Our rising and falling generation in July last smoked almost six thousand million cigarettes. The war killed off beer and wine, through prohibition enthusiasm, and established the cigarette on a permanent, respectable basis. Our heroes were rolling their own, or buying them rolled. It was unpatriotic to criticize them.

Young gentlemen tell you, "I think better when I smoke." How many original thoughts went with the six thousand million cigarettes? One for every ten million? Doubtful.

But don't criticize tobacco. Men must be foolish, and tobacco is the least harmful folly.

Examination of a large number of editorials having particularly effective conclusions shows the final sentences to be usually of two types, epigrams and maxims, with the

maxims predominating in number. The effect of the sentence on the editorial usually is to summarize the thought as a whole in a single startlingly new cognition that cannot be erased easily from the memory. The following are final sentences of editorials that were especially effective:

Life is a matter of committing suicide on the installment plan, cigarettes being the most popular method.

When you have what you need, you have enough.

The so-called civilized human beings probably never will learn that health is more important than style.

Watered labor is fully as bad as watered capital.

A man who refuses to be discouraged cannot be beaten.

Unless small branch lines of railroads can find an economical method with which to meet motor bus competition, many of them soon will become mere streaks of rust.

Of all credits that must be held sacred, the credit of governments should come first.

Meanwhile we all ask ourselves the old question: "What in the whole creation, visible or invisible, can equal a mother's love?"

Revision. The final step in writing is revision. The editorials that have the greatest driving power are not often those written at white heat and printed from the first draft. Rather are they those that have been written and revised, gone over and over, until they have every word in its place and a piano polish on every sentence. The chief points to consider in revision are paragraphing and punctuation, clarity and conciseness, and accuracy and interest.

Paragraphing. Specific advice concerning the length of

paragraphs is difficult, due to wide differences in usage. Some papers stand for extreme brevity, even to the point of jerkiness. Others seem to leave the decision to the judgment of individual writers, causing surprisingly fitful, choppy paragraphs and painfully long ones in different editorials on the same page. Possibly unanimity in usage never will be obtained. On the other hand, one logical rule for paragraphing may be given — that each phase of a topic discussed shall be concluded in a single paragraph, whether the paragraph be short or long. Observance of such a rule will enable one to cover the entire phase of the topic before continuity in the thought is interrupted by the physical break in the printed column. On the contrary, one must be careful not to attempt discussion in a single paragraph of any topic that will run the paragraph to extreme length. Short paragraphs, if not too brief, are better than long ones.

Clarity. During revision is the final time to make the editorial absolutely clear. And the point to consider as one goes back over what one has written, is not, "Is this clear to me?" but, "Is this so clear that it cannot be misunderstood?" One should not forget the economic waste of possible obscurity in even a single sentence. If an editorial has fifty thousand readers and each reader pauses only ten seconds over an obscure phrase or paragraph, that means a positive economic loss of seventeen working days of eight hours each. A writer, therefore, can well afford a few moments to making clear every sentence he writes.

Conciseness. Conciseness is an equal time saver. Because of the necessary brevity of the editorial, space is not available for unimportant details. During revision every superfluous word and every repetition of thought should be eliminated. If an idea is presented with sufficient force once, that is enough. There is no need to give it again in different words. Repetition is a mark of a spent brain.

Every editorial writer can afford to take time to be concise. Little influence is wielded by rambling writers.

Accuracy. Most writers print too hastily, without adequate effort to approach absolute accuracy as closely as is humanly possible. Revision is the time to question whether the editorial presents the subject fairly. If it does not, all the other points of excellence it may possess are worthless. During revision every exaggeration should be cut out and every questionable statement checked. Editorials, more than any other writing in a paper, need correction, verification, and safeguarding against possibility of error. To a certain extent readers will overlook slips in the news headlines and stories. But they are highly critical of even a transposition of words in an editorial. If one doubts this statement, let him make an error and see how quickly he will hear from it. The promptness with which replies will come, and the number of them, will inspire any writer with a new sense of the interest readers take in editorials.

Interest. The final test in revision is interest. A writer should not condemn himself if he is unable to make all readers agree with the conclusions he reaches in his editorials. There are such things as distorted opinions that lie back of and beyond argument or logic. But he should condemn himself if he is not able to make his readers feel, whether they agree with the editorial or not, that reading of it, from the first sentence to the last, has been at least worth while. In consequence, he should go down the editorial, paragraph by paragraph, weighing the worth of every word and the power of every paragraph to hold the interest of the reader. And when he has got to the last sentence that he is positive the average subscriber will read, he should end the editorial there or else change what follows until he is assured every one of his readers will be so much interested that they will continue to the end.

Conclusion. In the final analysis it is not enough for an editorial to have ideas. The ideas must be presented interestingly. It is not enough for it to have facts. The facts must be marshalled powerfully. It is not enough for it to have perfect English. The English should be daring, diverting, in an attractive style. A question a writer might well ask himself when he has finished an editorial is: "Will it add to the circulation? Will it make readers for the paper? Will it make them think?" There is no need to care whether they will agree or not. Simply, "Is the editorial accurate and will it stimulate them to thought? Will they come back for more?" If so, publish it. It is good.

XI

THE TITLE

Function of the Title. Most editorial writers are careless in their choice of titles. They seem to choose them more or less hastily and uncritically and to be satisfied with any title that is not too long and that tells something of what the editorial is about. Possibly they feel that the merit of the editorial will carry it and that the confidence of readers in the editorial column will induce them to read. Few readers, however, are so constituted. The multiplicity of news and editorials makes it necessary for them to select only the stories and editorials that appeal to them. And their selections as a rule are made from the captions above the news and the editorials.

Those who do not appreciate the advertising value of the title might learn much from studying the headings at the top of Mr. Arthur Brisbane's *Today* column. Mr. Brisbane appreciates the worth of an interest-inciting caption. The titles he used the day this chapter was written, for instance, were *Divorce and Cancer*, *A Ku Klux Vote*, *The Cobra Burglar*, and *Photographing the Wind*. All four of these tempt the reader to look into the column and see what each is about. Mr. Brisbane, in other words, is not satisfied with the prominent position given his column on the front page of the papers printing it, nor with the prestige each day's editorials enjoy as a result of the excellence of his previous writings. He is bent on making the titles to his editorials excite the interest of readers every day he writes.

The prime function of the title, of course, is advertisement of the editorial. Being such, it may or may not

announce the genuine content of the article. The connection between it and the thought content, however, must be patent after the editorial is read. The three specific things it should do are: (1) attract the eye of the reader, (2) arouse his interest, and (3) move him to read the editorial.

Attracting the Reader's Eye. The first purpose of any title is attraction of the reader's eye. To do this, it ought to be short, in pleasing type, and in a position that may be found easily. The last two of these requisites will be discussed in Chapter XVII.

Brevity is a requisite for most editorial titles because of the narrow width of the average editorial column and the readiness with which such a title may be grasped by readers. In this respect it is like a billboard advertisement. It must be read at a glance and must be rather suggestive than persuasive in its appeal. Five words are about all that are generally permissible in a title, and four or three are better. Many effective titles have been of but one or two. Thus: *Mother*; *Teacher*; *Unknown, Unwanted*; *Silk Shirts*; *One Cent*.

Attention may be called, too, to the character of the words. First, they ought to be in the reading vocabulary of the average individual. A possible exception exists in the case of new or obscure words a reader may have heard before and wants now to know the meaning of. In such a circumstance he might go through the editorial in hope of obtaining a definition. In general, however, no writer can expect rightly to attract readers with words the meaning of which they do not know. Yet *Caveat Caviar*, *The Apotheosis of Mince Pie*, and *The Momentous Emoluments of Our Environs* are among titles used in newspapers recently.

The words, too, ought to be short rather than long — easy of comprehension at a glance. They should be specific also, rather than general. Concrete words produce

sharp mental pictures; and clean-cut images are both more easily grasped and more attractive than generalized ideas. Note, for example, the difference between *Wanted: A \$100,000 Man* and *Scarcity of Presidential Material*.

Arousing Interest. The necessity for brevity, compelling suggestiveness rather than permitting persuasion to any great extent, makes it difficult to find titles that will arouse unusual interest. Too, it is hard to determine the suggestions a particular title will induce in different readers. Many titles, of course, are impotent because the editorials they advertise are failures. Many others fail because of the drab commonplaceness of what they suggest. The fact that a title is weak does not mean that the editorial is ineffective. It merely suggests that idea to the casual reader. For this reason a writer must do more than make his titles merely attract the attention of the reader. He must make them excite his interest and lure him to read.

Attention and Interest. Between simple attention and interest a wide gulf stretches. A person attends to things with little or no exercise of his brain. A flashing electric sign, a moving figure in a show window, a speeding automobile in dense city traffic, will attract the attention of an individual. But none of these will arouse interest unless the individual sets his mind upon them to determine how they work or are worked. As Professor Walter B. Pitkin says: "The direction of our interest is set largely by our wills and our beliefs. We give attention, but we take interest. In the first case there is a yielding, in the second a seizing. When interested in something, we lay hold of its features and we actively think about them, in some of their bearings. . . . The interesting thing is the thing which provokes thought."¹

In this distinction between attention and interest we get the prime requisite of an editorial title. Any brief title is

¹ *Short Story Writing*, pp. 63-64.

good that provokes thought, and any title will provoke thought if it presents or suggests a problem that the reader cannot solve readily. *Killed by a Poem*, for example, is such a title. The average reader whose eye falls on it is struck first by its novelty. Then he wonders almost instinctively how a poem could kill a person. Almost before he can get his bearings, he finds himself face to face with a problem, and intuitively he glances down to the editorial for a solution.

In Chapter VI it was pointed out that editorials concerning themselves with the personal problems of readers are always the most interesting. It follows now, therefore, that the titles to such editorials will be good if they present or suggest the content of the editorials. The excellence of the titles, however, usually will be in direct proportion to the excellence of the editorials. In general, it may be said, a good title will tell something of what the editorial is about. The something may be much or little. But it will strive to express the point of the editorial, to catch the gist of it in a phrase. The following titles, though of uneven merit, show how the writers have striven to make them give the content of the editorials: *Japan of Today*, *Playing With Gunpowder*, *World Peace in Europe's Hands*, *Should Twins Be Dressed Alike?* *Part Time Marriage*, *Fortunes in Prize Fights*, *Who Is Educated?* *The Women Men Like*, *The Democracy of Death*.

Titles Suggesting Tone. In editorials dependent for their power on emotional effect as well as thought, added interest is given a title if it can be made to suggest the tone of the editorial as well as the thought content. The week following President Harding's death one of the newspaper trade journals ran an editorial with the simple caption, "30," above it. There was no need to mention the President's name. Every reader recognized immediately whom the editorial was about. And the well-known copy reader's

signature, used as a title and known by every newspaperman, was a suggestion of the tone in which the editorial was written. The title of the editorial on page 97, *Only Growing Old*, with its tone of autumnal melancholy, is a further illustration of the effect on an editorial of a title suggesting the mood in which the article is written.

Literary Association. A title with an association bound up in a familiar phrase or well-known masterpiece of literature, music, or art usually gains in interest. Among such titles may be named the following: *Who Only Stand and Wait*, from Milton; *Heavy, Heavy Hangs*, from the old nursery game; *Gone Are the Days*, from Stephen Collins Foster's famous song: *Why Do the Heathen Rage?* from the Bible. An editorial is enriched by the associations clinging to the passage from which the title is taken. Many such titles are used. For the literary suggestiveness to be effective, of course, the reference must be thoroughly familiar, and the passage chosen for use in the title must not be too fanciful. Any over-fanciful title is liable to call attention merely to itself rather than the editorial. And the function of the title is to entice the reader into the editorial.

Title Inseparable from the Editorial. Often a title may be made an inseparable part of an editorial. In the following from *The Kansas City Times*, note that the twist of thought in the final sentence depends for its effectiveness on the return of the reader's consciousness to the title:

Curses Not Loud, But Deep

A writer in an agricultural paper who felt inclined to ruminiate a little at the breakfast table one morning, figured on the cost, original and otherwise, of a certain "puffed" article he was eating. The article, "increased to eight times its original size," according to the label on the box, retailed for fifteen cents per four-ounce box.

Now, from a bushel of wheat which cost the manufacturer \$2.26, just \$36 worth of the

puffed commodity was made. The farmer, tempted into buying some of the final product of his \$2-a-bushel wheat, paid a final retail price of \$36.

A Florida grower, according to the same writer, sold his grapefruit at three cents each and then made a little trip, on which he found he had to pay twenty cents for half a grapefruit on the train.

Obviously there is something deep and strange about all this if one could only find it out. But he can't fathom it; so he just says things to himself, as we all do.

Such titles as the one at the head of this editorial are singularly effective. They are not only attractive in themselves. They extend the thought of the editorial. And they give it a singleness of emotional effect that serves as a powerful support to the thought of the editorial.

Moving the Reader to Read. The third function of the title, moving the reader to read the editorial, is the final test of excellence. It is a fact that a title may attract a reader's attention and excite his interest, and still fall short of inducing him to read. Comparison of the editorial title with an advertisement may be made once more. No matter how attractive an advertisement may be to the eye, no matter how much interest it may excite or how much talk it may cause, unless it makes people open their purses and buy, it is a failure. So with a title. Unless it is so persuasive in its suggestiveness that it will compel readers to read this particular editorial rather than the next one, or than no editorials at all, it falls short of complete goodness.

As stated already, if a title presents a sufficiently engrossing, deeply personal problem, it always will compel perusal of the editorial. Any title suggesting possibility of greater profit in business or happiness in life, or playing on the weaknesses inherent in every individual, will present such a problem. The three broad avenues through which

the innermost souls of human beings can be reached are business (profit, riches), pleasure (pride, comfort, health), and character weaknesses (fear, vanity, etc.). Only a relatively small proportion of editorial titles approach the reader through any of these three avenues, which is a strong reason why writers need to pay more heed to the titles of their editorials. The following are titles that seem to meet the final test of excellence: *Pussyfooters Only, Read This; Fines for Jay Walkers; Loving by Letter; Why Worms Wiggle*. The point in these titles is not that they have necessarily a universal appeal, but that they have a power which all but compels reading of the editorials by those for whom they were written.

Negative Qualities. A few negative points may be noted in addition to the requirements for excellence. First, there is no need for a title to be patterned after the news headline. For example, a verb is not necessary. Nor is alliteration often good except for connotation of humor. *The Seven Sins Simpson Sees*, a title used by a writer over a would-be serious, dignified editorial, tended to grate on the consciousness of readers rather than invite them to dip into the editorial. Hackneyed phrases and literary allusions also are repellent. *A Will and a Way and No Such Word as Fail* are illustrations of titles that fail to appeal because of their commonplaceness. They promise nothing. Worse, they create an unfavorable rather than a favorable impression on a reader who dares look into the editorial despite the lack of promise in the title. And one of the functions of a good title is to produce in the mind of the reader a pleasing bias that will be carried over into the first paragraph or so of the editorial — until the editorial shall have had opportunity to incite interest for itself.

The Title and the Editorial. An attractive and effective title has no little to do with the strength and influence of an editorial. Each causes the other to be remembered. If

both title and editorial are strong, recollection of one brings the other to mind. This being so, a title is not to be chosen carelessly. Thoughtful consideration must be given it, for a strong editorial can scarcely have more than one suitable and effective title. No alternative will serve so well, because a substitute is never quite as good as the original whose place it takes.

PART III
TYPES OF EDITORIALS

XII

THE INTERPRETIVE EDITORIAL

Classification of Editorials. No generally accepted classification of editorials has been made. There have been numerous efforts to divide them according to content, purpose, and intellectual or emotional appeal. The divisions, however, have differed almost as widely as the number of those who have attempted the classifications. Probably general agreement on a specific number of types of editorials, with names for each type, will never be reached. For the sake of convenience and clarity of presentation, however, some classification is necessary, and it seems reasonable to divide them into three broad classes, with subdivisions for each class.

These three classes may be called interpretive editorials, controversial or argumentative editorials, and editorial paragraphs. To these may be added any number of others — inspirational, persuasive, humorous, satirical, casual essay, and home-subject editorials — according to the thought processes of the individual analyst. Such classes, however, seem to be subdivisions rather than equally ranking types. Even the three major types mentioned in this chapter, it must be seen, are not mutually exclusive. Editorial paragraphs usually must be either interpretive or argumentative. The classification, however, may be used as a basis for study, from which individuals may branch according to their needs and experience.

Function of Interpretive Editorials. Since the prime function of the editorial column is interpretation of significant news that may not be readily clear to the average reader, the interpretive editorial should be considered first

in any classification. The name of the interpretive editorial defines it. Its function is to supplement the confusing facts and opinions contained in the news reports by giving more or less detailed explanation regarding the persons, places, circumstances, causes, and results mentioned in the news columns. News must be published as fast as it breaks, often without adequate explanatory material to make it clear. The interpretive editorial, written with a perspective of several hours or days, and after opportunity for detailed study, fills in the bare outlines of the news stories with a sufficient number of facts, inferences, and conclusions to make the information complete.

Its Ideals. The ideal of the editorial of interpretation is the same as that of the unbiased news story — to put before the reader all the essential facts simply, accurately, and without prejudice. It has, or should have, no other motive than honest conclusions honestly arrived at. It seeks to be just, impartial, and to present an interpretation of events, principles, or tendencies that will influence only to the extent that its conclusions are reasonable. It may not draw conclusions at all, but content itself with presenting a sufficient body of facts or truths to enable the reader to arrive at whatever conclusion he will. It is, therefore, essentially educative, earnest, honest, and dominated by motives that make it the most effective of all types.

Structure. The structure of the interpretative editorial is not different from that of any other type. Any unit-structure is good, provided the finished product shows the significance of a given body of facts to each other, to other facts, or to related events or tendencies. The essential points are that the editorial shall show the true inwardness and right relation of the topic, situation, or problem it interprets, and that it shall answer the questions which the readers would ask if they could be present and inquire of the writer in person.

Two dangers lurk at this point. One is in what the writer includes. He must strive to make clear only those ideas or conditions about which his readers are in doubt. Everything that he is confident is already clear should be rigidly excluded. Few things are duller than telling a reader what he already knows. And the greatest crime in editorial writing is dullness. The second danger is in omission. To a writer thoroughly oriented in the history and problems of a situation, any topic he is explaining is likely to be so clear that he will forget how necessary it is to present every point to readers unfamiliar with it. Omission of a single statement or incident may make it difficult or impossible for a reader to understand the final portion of the editorial. There is no need to insult the intelligence of readers by being childishly clear. But a writer may assume safely sometimes that they need to be reminded tactfully of points they may have known and forgotten.

Angle of Interpretation. The angle from which a topic is explained often will enable a writer to know how to proceed and what to include. An editorial on a coal strike, for example, might be presented from any one of three points of view — employers, strikers, or the public. To be practical for the employers, the editorial might need to point out that the general public knows more about working conditions and wages in the mills than the employers generally suppose. To be worth while to the strikers it might explain that the public has a vital interest in coal production and that they have no right to consider their selfish aims solely. To the public the same editorial might be concerned with explaining the precise causes of the strike and the relative merits of the two contenders' sides. The same editorial, of course, might contain all three angles. But such a one probably would be so long that mere length would discourage the average person from reading it. A

better policy probably would be to make three editorials to run on successive days.

Interpretive Editorials Subdivided. There are many kinds of interpretive editorials, so many that a volume might be written on them alone. The most important types, however, may be grouped under seven heads: (1) political, economic, and sociological; (2) financial; (3) educational and scientific; (4) ethical and religious; (5) good-will, including "booster," anniversary, and memorial editorials; (6) survey; and (7) human interest.¹ These headings are not mutually exclusive. Financial editorials may overlap those in the political, economic, and sociological group, while those under any of the heads may be developed as human interest editorials. The classification, however, is sufficiently accurate to enable one to understand better the most important kinds of interpretive editorial.

Political, Economic, Sociological Editorials. Political, economic, and sociological editorials are grouped together because these three phases of social life are so closely bound together that discussion of any of them singly is often impossible. Politics, taxes, and living conditions, for example, are inseparably linked. Editorials of this type deal with such topics as mistakes of public officials, exposure of corruption in elective and appointive civic offices, analyses of party planks and platforms, warnings against bond and other economic measures.

Emphasis on editorials of this type is not necessary in this chapter, because political editorials, handled from an argumentative angle, are taken up for extended discussion in Chapter XIV. It is sufficient to point out here that weakness in the editorial column evidences itself probably more frequently in interpretive editorials of this type than

¹ Human interest editorials demand such full treatment that they are reserved for discussion in the following chapter.

in any other kind of editorial. Editors and papers whose opinions can be relied on thoroughly when they are discussing other topics, become as prejudiced as medieval religious fanatics the moment a political topic or a capital-and-labor problem presents itself. They see from only one angle. And because the interpretive editorial represents itself as being a judicial exposition of facts and conditions as they are, readers, seeing the distorted angle from which editors view political matters, come quickly to question the worth of the paper's opinions in other matters. It may be said fairly that, as a rule, the extent to which a reader may put confidence in the opinions of a paper may be had from the fairness with which it interprets political and labor problems.

The following from a well-known New York paper with little or no editorial prestige is an illustration of a confidence-destroying interpretive editorial of this type:

Hereditary Trades Unionism

It is not generally appreciated by the public at large that membership in the plumbers' union and a number of other organizations is a hereditary privilege and that no ordinary mortal can hope to enter it. This is accomplished by limiting the number of apprentices so that only the son or the nephew of a plumber can enter the trade. Even then the apprentice is required to pass four years before he can become a journeyman plumber, even though he could probably master the intricacies in sixty days.

The object is, of course, to reduce the number of plumbers in proportion to the amount of work to be done, so that exorbitant wages can be exacted. That this plan has worked successfully is well known to any householder who has to send for a plumber in an emergency. One practically has to send a limousine to get him and his helper to come and make the preliminary survey to ascertain what tools he needs, and then he has to be given an easy chair and a cigar while he waits for the helper to walk to the shop and back for the tools.

Then the helper helps him look at the job and passes him the tools as he needs them and picks them up afterward and carries them away, but does no actual work on the job. The plan is to do as little work as possible in as long a time as possible. In this and a number of other states no plumber can go to work without a license, and the licensing bureau is in charge of a union plumber. Let anyone who is not a union plumber apply for a license and see what chance he has of obtaining it, even though he be an expert of experts.

This newspaper had a case against the plumbers if it had cared to use it. Instead, it has tried to twist an interpretive editorial into an argumentative one. In the process it has warped facts so woefully and so patently that the seeker of truth does not know what to believe about "hereditary trades unionism." The result: The reader turns from the editorial page of this paper with no opinion about hereditary privileges in trades unionism, but with a distinct feeling that editorial statements in this paper cannot be taken at their face value.

Financial Editorials. Financial editorials differ from the economic editorial of the preceding group chiefly in their specific application to investment and business dealings of individuals or corporations. A writer who can produce authoritative financial editorials is a man apart in newspaper work. Relatively little opportunity exists to gain conspicuous success through superiority in political writing or discussion of general news. Those fields are much overcrowded. But a writer who can present sane business analyses and views is in territory almost wholly his own. At the same time he is touching the most sensitive nerve in society — the one that dominates the thoughts of almost every adult male.

For production of financial editorials a writer must be more than a copy reader of stock, bond, and market quo-

tations. He needs to have a thorough knowledge of investments, transportation, commerce, and general business, national and international — all of it supplemented by constant reading and study, that he may be at all times as nearly an authority as possible on general business and financial matters. He ought to be also in as close personal touch as possible with the strongest local business men. Financial editorials are read carefully by all the advertisers, and he must know their collective opinion and interests to keep from making himself and his paper ridiculous in their eyes.

The chief caution to make about financial editorials is: Be accurate. This, because the combined cupidity and credulity of so many people make them vulnerable to almost any suggestion, responsible or otherwise, that hints at easy money. Financial editorials need to be conservative. Prophecies are dangerous, almost taboo. Stocks, grain, and lands that look golden through the vista of hopes for tomorrow may prove the reverse when the business marts close. For the writer of financial editorials it usually is quite enough to interpret what already has occurred, without trying to see into the future. Writers who refuse to accept the responsibility of prophecy, usually are in position to protect their readers against the financial exploits of visionary optimists and unscrupulous promoters.

Financial editorials are of many types. The following, however, may be taken as an illustration of a typical financial editorial:

Bonds as Investment

United States government bonds are about the only securities in which one does not need to spread the risk. They are the obligation of all the people and of all the business of the country. Their principal and interest are secured by taxation on all these sources. The risk is spread the full length and breadth of the United States. It is not confined to any

one section, nor is it based on any one single industry or activity. Here is one security that combines the elements of diversification within itself. No corporation, state, or local security does this.

That is the reason why liberty bonds are particularly suitable for investments for persons who cannot afford to take risks with their money — which is to say they are particularly suitable for most everybody, for there are few who really can afford to take risks with their savings.¹

The following from *The Washington Star*, published to expose the extravagance of the existing government at the time the editorial was written, may be cited as an illustration of an economic editorial published for political purposes. In other words, this editorial is not only interpretive. It is argumentative as well. Its method is interpretation, but its purpose is both argumentation and interpretation.

Our Tax Levy

Take another look with Tate L. Hackney of the field audit control section, income tax unit, at the \$5,408,075,068 that Uncle Sam collected in taxes during the fiscal year which ended June 30.

It is a levy of \$51.55 on every one of the 105,000,000 men, women, and children in the continental United States.

It would build more than 2,500,000 cottages, which could house more than 13,000,000 persons — equal to the population of New York state, or twenty-seven of the less populous Western states.

It would give each of these individuals a cheap motor car.

If cashed into silver dollars and they were stacked flat together, they would reach from New York to San Francisco and return — 6,828 miles — and have enough left over to form a silver cable across the Atlantic.

In silver dollars edge to edge, it would stretch 128,032 miles, or around the earth more than four times.

¹ From *The World's Work*.

It would require 33,804 trucks, or a line of them ninety-six miles long, to haul this wealth. It would require 5,634 flat cars, with 141 locomotives, to transport this amount of silver dollars. The train would reach forty-three miles.

If in one-dollar bills, it would weigh 15,244,-225 pounds — 135 carloads of paper money. End to end, the bills would reach 628,837 miles, or twenty-seven strands of greenbacks wound around the globe. The bills would pave a street eight feet wide entirely around the earth.

It would take an expert counter 1,020 years just to count the bills. If Father Adam had started working on the first day of his life, 7,000 years ago, at \$1.47 a minute, or \$88.16 an hour, without Sundays or holidays off or stopping to eat or sleep, he would still have eighty years more to work before he would have earned enough to pay our last year's tax bill.

Deposit it in a bank at four per cent interest, and before an expert can count it, the interest will amount to forty times the principal.

Educational and Scientific Editorials. Educational and scientific editorials may be passed with a definition and an illustration. Their names are self-explanatory. They concern themselves with problems of public school administration and curricula, higher education, educational purposes, scientific inventions and discoveries, scientific methods, and the like. Their function is interpretation to the public of the advancement or lack of advancement made in education and science. The following is a typical educational editorial: ¹

Aristocracies

Recent addresses by certain college presidents have been construed to contain a dangerous appeal for "an aristocracy of brains." This construction would seem to be an exaggeration of a false premise. Reduced to its simplest terms, the desire of these educators

¹ From *The Rotarian*.

is not a narrowing of educational influence, but rather an increase of it through elimination of those unwilling to profit by the opportunities colleges offer — thus giving those willing to study a better chance.

The principle of diminishing returns holds good in education as elsewhere — and the mounting costs of college education have made it impossible in many instances for colleges to function properly with the amount of public funds at their disposal. There are, then, two alternatives, either a generous increase in educational appropriations — which the public purse refuses to contribute — or a limitation of the enrollment.

Aristocracy — in the true meaning of the word — is not merely a position. It is also a responsibility. He who neglects the duties of his position hardly deserves that position. The student who hopes merely to "get by" adds little to the reputation of his college or of himself. That a worthy student should be encouraged is too obvious to need comment. But that the public should be asked to support students whose collegiate grades are a succession of hairbreadth escapes from suspension is obviously unfair.

By putting a premium of achievement on public education we can attract the men who will become what colleges are expected to supply — leaders of community thought and action, men with broad culture as well as intensive training, men who will carry into business or professional life the real "school spirit," which is the greatest thing in college life.

The following from *The Bangor Commercial* illustrates the scientific type of editorial fairly:

If the Dream Comes True

The straw stack on the farm may prove the solution for the increasing shortage of gasoline. In Kansas, where straw stacks grow in greater profusion than elsewhere in this land, government chemists are conducting experiments in the destructive distillation of wheat straw into fuel suitable for heating, lighting, and for driving internal combustion engines.

The process hitherto used is too expensive to

make the fuel commercially profitable; but it is hoped to cheapen it so that it may be produced as cheaply as the present price of gasoline. It has been demonstrated, according to reports given out, that one ton of straw will produce forty gallons of fuel. On the basis of the estimate of this year's crop of straw, there is enough in Kansas alone to produce 45,000,000 gallons, and the Sunflower state is but one in a galaxy of states that grow wheat in somewhat lesser quantities.

It is the dream of the chemists that the day will dawn when the Kansas farmer will have his own still to turn his straw, now valueless, into fuel to drive his sedan. The straw stack provided the fodder for the yoke of oxen, the motive power of an earlier day. In harmony with progress it is fitting that it should feed the modern method of locomotion.

The following from *Editor and Publisher* is an educational editorial of a somewhat different type:

Human Interest Stuff

The relative news merits of prize fighting and education as judged by the news editors of the country was the subject of a nationwide survey made by *The Christian Science Monitor* on July 5, and on its face it shows the surprising supremacy of muscle over brain.

On July 4, it will be recalled, two well-known fighters met in a small Montana town and at the same time the annual convention of the National Educational Association was in session in San Francisco.

There does not seem to have been much difference between the small-town daily and its metropolitan brother — if anything, prize fight news had much the better of it in the small-town newspapers. Nationally prize fighting was considered a fifty to one better news story than education.

In New York on July 5, according to *The Monitor*, 1,425 $\frac{3}{4}$ inches of newspaper space were given to the prize fighters and 93 $\frac{1}{2}$ inches to educational conferences being held in San Francisco. To credit all the newspapers with this 93 $\frac{1}{2}$ inches is unfair, however, as 70 inches of that 93 $\frac{1}{2}$ inches appeared in *The New York Sun and Globe* exclusively.

Education fared better in New York than in Chicago, Washington, and Philadelphia. The figures for Chicago show 1,353½ inches for prize fighting and 1¾ for education. Washington papers gave 405 inches to prize fighting and 8 inches to educational conferences. But the four morning newspapers in Philadelphia devoted 660 inches to the prize fight and nothing to the educational conferences.

Even in San Francisco where the conference was held we find a startling preponderance of prize-fight news over conference news. *The Examiner* gave the conference a total of 2½ columns and prize fighting 21 columns. *The Chronicle* devoted 7½ columns to the conference and 22 columns to the fight. *The Call* gave the conference 3 columns and the fight 7. *The Oakland Tribune* stands out from other papers inasmuch as it gave 9½ columns and a page of pictures to the conference and 8 columns to the fight.

Many critics of the American press will look at this startling array of figures and, throwing their hands in the air, shout, "What's wrong with the American press?" But we shall not need to worry, for we can cheerfully answer "nothing." The shoe is on the other foot this time. What's wrong with the National Educational Association?

With a subject of interest to every home in the land it has not been able to put enough human interest into it to compete in a news sense with a professional brawl in an out-of-the-way town on the plains of Montana.

The leaders of the National Educational Association can profit greatly by reading *The Monitor's* survey, and if they will devote as much attention toward putting human interest into educational work during the coming year as they do to criticizing the American press, they might have the small boys of the nation cheering for them as they cheer today for Dempsey, Gibbons, and Firpo. And incidentally they will be first-page stuff.

Ethical and Religious Editorials. Ethical and religious editorials also are self-definitive. Usually they are inspirational in character, and often are on home as well as religious subjects. They concern themselves with the

ethical problems of practical, every day human life. In content and method of presentation they often overlap the human interest and educational types. Production of them is to be commended. They are particularly good for the Sunday issues of papers. But a writer with a moralizing tendency needs to be warned against unbalancing his columns with too many "pious" editorials. More people go to the movies than to church because, for one reason, most of them prefer to be entertained rather than preached at. A strong religious editorial without sectarian bias adds to the value of any column, provided too many such are not used.

The following is a deeply religious editorial of a type that we need more of in our daily and weekly press:¹

"In God We Trust"

It is at the dedication of the Lincoln Memorial. A vast throng has gathered to witness the ceremony. Dignitaries are there — the President of the United States, the Chief Justice, generals, senators, representatives, ambassadors, governors. Wealth is there, society is there, the people are there — those from whom Lincoln sprang, those whom he knew best and loved best.

Long years have passed since the man commemorated died. There is no sorrow, only reverence. Out from the portico comes the voice of the preacher in the age-old supplication, "Our Father," and the multitude, strong voiced and clear, joins in, "who art in Heaven." Never faltering, sure of itself, and unashamed to be acknowledging God, it sends the comforting words of the prayer that Jesus taught, up through the sunshine of a beautiful spring day.

It is fourteen months later. The President who was the leader at the shrine of Lincoln is himself sleeping the eternal sleep, is himself the object of the reverent, sorrowing love of the nation. Again is a multitude gathered to do honor to the memory of a man. Again is it composed of great and small, of

¹ From *Good Housekeeping*.

rich and poor — a cross-section of all our people. Again is the voice of the preacher lifted. "The Lord is my shepherd," are the words that come faintly from the room of sorrow and of faith. "I shall not want," the people catch him up, sending out to the ends of the earth a nation's reaffirmation that the God of Israel is its God, that it will "dwell in the house of the Lord forever."

These things are not superficial. They are not the product of emotion. They come from the very bed rock of our convictions. We are careless about them many times. Often do we seem to deny them. But honest clear through is that cry so often in the heart, if not on the lips of the individual, the ultimate surrender of the soul of man, "O God, *my* God!"

Good-Will Editorials. Good-will editorials include any editorials paying tribute to or expressing approval of a person, a cause, a corporation, or an occasion. They comprise anniversary, memorial, propaganda, and "booster" editorials. Mere recital of the following recent titles indicates the scope of the good-will editorial: *Warren Gamaliel Harding, Christ and Christmas, Henry Suzzallo — Educator, Our Newest Cannery, What the Hawaiian Line Means to Portland.*

Good-will editorials are builders of friendship for a paper, provided they evidence sincerity and do not stoop to extravagance of statement in an effort to be effective. They are hard to write, however, for many reasons. Anniversary editorial subjects seem to have had almost everything said about them that may be written. Memorial editorials, because the full truth may not always be spoken about the dead, often forbid writing all one would like to say. In addition, there is a delicate problem of knowing how far to go in appreciation of the dead. A word too much, and pathos becomes bathos. Editorials of tribute to living personages are equally difficult, and for the same reasons. A writer is always under constraint, too, because he feels that readers will be seeking ulterior motives

for his expressions of appreciation. So with "booster" editorials for any causes, civic, commercial, or philanthropic. There is always the problem of knowing how much to say without being extravagant or niggardly in commendation.

Publicity Seekers. The inexperienced editorial writer needs to be warned against business and propagandist friends who seek to use him for "boosting" commercial ventures. Only one who has gone through the mill of editorial writing knows the pressure brought upon the editorial writer for a little "notice" that will aid a particular selfish enterprise. An actress coming under the auspices of a college endowment fund would like an appreciative reference to her work. A famous "chautauquist" would approve a friendly paragraph calling attention to his lecture. The newly elected president of the Fraternal Order of Wildcats, a possible candidate for sheriff at the next election, would appreciate a word of approval of himself and his patent for preventing skidding on slippery roads. Each suggestion or request may be entirely legitimate in itself. But when the barriers of editorial independence are passed once, there is no stopping the rabble of self-seekers who compass one about with their clouds of witnesses.

Even editorials in commendation of religious or philanthropic enterprises must be watched. They can be overdone easily, the writer himself be imposed on, and his editorials, by reason of the great number, be made of relatively small value. As a rule, readers grow wearied easily with continued pleas for the local hospital, the industrial school, the reformatory, the policeman's pension fund, the home for aged firemen, the widows' relief corps, the starving Africans, and the innumerable other drives that one is asked to aid in making successful.

Survey Editorials. The survey editorial has for its purpose a review of current news or opinion or of certain

phases of history, or both, for the sake of making clear a present condition or problem in which readers are interested. Its most common method is interpretation by comparison. It brings together in a single article scattered data or information from history, literature, newspapers, scientific reports, speeches of celebrated men, or any other sources that will throw light on a particular subject. Its scope is as broad as human experience. And because it is of a summarizing nature, it usually is longer than other types of editorials. For the same reason it requires breadth of information, and usually demands extensive research. Well written and on a live subject, the survey editorial is always valuable because of the opportunity it gives readers in a single column to associate facts, opinions, and data that they had forgotten or about which they were ignorant. The following is an illustration of a survey editorial:

Infant Electorates

Elections are due this autumn in Egypt and in India. Those in the former country will be the first under the new constitution. Voters of both nations are likely to be grouped under the banners of movements and leaders rather than parties. But leaders who stand, after a fashion, for pretty definite platforms, do exist; and in India political opinion has crystallized into something resembling party platforms.

The path of representative government in both countries is beset by difficulties unknown even in our imperfect democracies. In Egypt only one per cent of the people can read and write. The masses have little initiative, and no experience with a parliamentary system. As a cynical *Morning Post* correspondent writes, —

In this country it is useless for the candidate to tour the district admiring the electors' babies. His opponent would only have to say that the first candidate was seeking to put the evil eye on the youngsters and the candidate would be driven from the place by an infuriated mob. Nor is it any use attempting to gain the sympathy of the ladies of the district. Such a

course would be fatal. Moslem women are not yet at that stage where they may be approached by parliamentary candidates. We must return to the voter himself.

But the voter is not to be convinced absolutely by mere words. Bargaining is an inherent trait of the Egyptian character. It is a custom of the country, and it is not likely to be eradicated for a very long time to come. The Egyptian voter sees no reason why he should give something for nothing while there is the slightest chance of getting something for it.

Yet the future free citizen of the former Empire of Tut-anh-amen presumably has a general idea of what he wants beyond pecuniary compensation for his vote. The followers of Said Pasha Zaghlul, who demands complete independence, are numerous. Another group, supporting Adly Pasha, who stands closer to the Royal Court and the British, is expected to sway many votes by dint of official influence. The Adly viewpoint is that Egypt, to obtain her place as an independent sovereign state, should make concessions to Great Britain — with regard to the Suez Canal, the Sudan, and other open questions, while Zaghlul is as uncompromising as De Valera toward the British.

Achille Sekaly says, in *La Revue de Genève*, that a great majority of the people are loyal to Zaghlul. They want a constitution drafted by their own representatives, a treaty with Great Britain negotiated without duress, and control of the Sudan.

On the other hand, "an Egyptian Patriot" asserts in the *Tory Morning Post* that the political movement in Egypt during the last four years "is based on anything but patriotic motives," and adds, "As an Egyptian I have never felt that my country is not independent." Egypt has been governed for five thousand years by strangers.

I rather believe that during the British régime the independence of Egypt has become more real than ever before. Our army, flag, coinage, and the government in general are entirely independent of every foreign interference. It is a gross mistake to believe that the handful of British officials in the Egyptian government are the rulers of Egypt. They are simply paid instructors and advisers, with sufficient authority for carrying out the proposals and schemes they have laid down, from time to time, for the development and progress of the country.

This writer ascribes the opposition to English supervision to three things: hatred of the

Christians, who number only two millions out of the fourteen million people, but own about fifty per cent of the national wealth; fanaticism inspired by Egypt's ambition to succeed Turkey as the seat of the Caliphate; and the resentment of native officials at England's efforts to stop favoritism, corruption, partiality, and other oriental abuses.¹

Conclusion. The interpretive editorial offers writers their greatest opportunity for service and influence, because readers always stand ready to be informed about problems in which they are interested, but which they cannot solve. Instead of being argued with, they want to know — know what has occurred, why, and how, and what the effect is going to be on their personal lives. For this reason the editorial of interpretation ought to stand highest in the estimation of writers. It ought to be fair, sane, unselfish, a product of humane common-sense. In the older journalism it was not so. It was partisan, prejudiced, often insincere and dishonest. At times it still is, and to this extent is a blot on the annals of journalism.

¹ From *The Living Age*. The remainder of the editorial is devoted to India, showing how "the path of representative government" in that country is beset also by "differences unknown even in our imperfect democracies."

XIII

THE HUMAN INTEREST EDITORIAL

Purpose. The human interest editorial is a result of the effort of editors to develop in their columns a form and style of writing that will have a wider appeal to the general reading public than the old political editorial had. It is a recognition that the nineteenth-century type of editorial column, with eighty-five per cent of its space devoted to political matters, does not interest a sufficient number of present-day readers. To a large proportion of them, discussion of politics is not a problem of major interest. To many it is frankly irksome. To still others political and heavy economic or sociological problems are interesting; but they want diversity in their reading matter. Modern editors, appreciating this desire for a broader, more humanized editorial column, have responded with the human interest editorial.

The human interest editorial is to the editorial page what the feature story is to the news columns. Its problems are not of pressing moment. The basis of its appeal is sentiment and the emotions — the intellect as excited by the feelings. Excitement of joy, terror, passion, affection, or the so-called higher emotions of wonder, parental and filial love, and moral, esthetic, and religious ideals is the method by which the human interest editorial stimulates interest. Its topics are the commonplace affairs of every person's life. Its philosophy often is homely, and its success lies generally in idealization of the commonplace.

Two types. Various classifications of human interest editorials have been made. Some of the names given the more important types have been *inspirational*, *humorous*,

satirical, informative essay, and casual essay editorials. Such subdivisions, however, are not sufficiently exclusive. They make classification of all human interest editorials possible, but do not differentiate each group sufficiently. A more accurate and practical classification probably would be to differentiate them according to the purpose of the individual editorial. If they are viewed in this way, we find them readily divisible into two broad groups — editorials of entertainment and of inspiration.

The Editorial of Entertainment. The editorial of entertainment appeals primarily to the emotions. It has no moral, religious, or esthetic purpose. Joy, pain, anger, hatred, fear, grief, the so-called "less subtle" emotions, furnish its themes. It produces joy, sorrow, resentment, suspicion, but demands little exercise of the will. Its address is to those who read for relaxation or amusement rather than depth of thought. The following from *The Milwaukee Journal* is an illustration:

Punkin Pie

To a man still young enough to remember sufficiently far back into his boyhood years to the time when he never had had enough dessert in his life, there is no word in the English language so suggestive of toothsome, lickerish joy as pie, plain pie — particularly "punkin."

You can't spell punkin pie with an *m* and an extra *p*. Pumpkin pie is the kind one gets in restaurants, flavored with cloves and all-spice. "Punkin" pie has cinnamon and ginger in it, and sometimes a hint of an unmentionable beady fluid about which one would not dare ask mother. And of all the smashing, ambrosial delicacies catalogued under the genus *pie*, the best is "punkin."

There are other kinds, of course — apple, peach, cherry, squash, blueberry, custard, lemon, mince — and every one probably has its value in the world. Some people even may prefer them. One never can account for different persons' tastes. But for boys, young men, and elderly men whose stomachs

have not yet grown old, there is none that will approach "punkin," the khaki-colored queen of pastries.

One grows hungry at the thought of "punkin" pie — the crisp, crinkly crust; the thick, rich, pungent filling, with the dust of cinnamon tarnishing its tawny top; the creamy, dreamy, velvety, faraway taste as one's mouth closes on its prize. Some appetizing joys there are, but none that exceeds capturing a piece of punkin pie, getting it into one's hands, contrary to all social usage, biting into it until one almost mires up to one's nose, until one can scarce see over the top of the upstanding crust, and beginning the unequaled delight of devouring the first mouthful. To taste it is to love it, love but it, and love forever.

Irene, quoted on page 119, is a further illustration of the entertaining type of human interest editorial. Such editorials have a place on the editorial page. They are designed specifically for persons who would not otherwise turn to the editorial column — the school girl and boy, the shop girl, the youthful artisan, and the tired housewife and business man — those who do not feel like working their brains; who want amusement. As a rule, such readers lack power of consecutive thought, of persistent attention to the abstract printed word. They read haphazardly, seeking a modicum of mental food and a maximum of emotional stimulus. If they are given this, if they are trained to look regularly for an entertaining feature on the editorial page, when they are less weary or more serious minded, they may be lured to the more substantial editorials.

The Inspirational Editorial. The inspirational human interest editorial is a more serious and probably a higher type of editorial. Its purpose is esthetic, moral, religious, or intellectual advancement through excitement of what a certain group of psychologists calls the sentiments — courage, valor, honor, reverence, admiration, ambition. It involves exercise of the will and has a specific ethical or

instructional purpose. This type is as old as the essays of Addison and Steele at the beginning of the eighteenth century. It varies in appeal from the casual-essay nature of *The Spectator* to the serious essay editorials of *Good Housekeeping*, *The Delineator*, and some of Mr. William Allen White's in *The Emporia Gazette*. It differs, however, from the educational, scientific, and religious editorials of the preceding chapter, in that it gains its effects rather by appeal to the feelings than by abstract reasoning. The following editorial is an illustration:

The Fairy Wand

Most young men and women of ambition are in constant search of those who will help them on the road to success. Such aid is found in many ways and through many persons. It may come through friends, chance acquaintances, books, and formal education and training. It may take the form of wise advice, searching criticism, and disinterested appraisal of character. It may be free or bought and paid for. It may be amateur or professional. It may be found in the lives of great men, in casual anecdote, in textbook theory, in everyday experience, in the observation of one's associates.

But no outsider, no outside force, can wave the wand that brings success. Fundamentally it is not to be found in other persons, in books or lectures, or even in observation. Deeds and not words are what put men on top. The successful man may gain help and inspiration from others, but he always blazes a path of his own. The most valuable advice and analysis he ever gets are those to which he subjects himself. He always makes his own job analysis.

The ambitious salesman takes a course in salesmanship. It will help him, possibly. But there is no fairy wand, and though a belief in fairies adds to the joy of childhood, it only carries adults away from the straight and forward path. The course in salesmanship may do more harm than good if it is conceived of as anything more than an aid to

¹ From *The Saturday Evening Post*.

growth. All outside aids are in a sense artificial. Expert advice, education, books, articles in newspapers and magazines, training courses — the trouble with all that are honestly conceived and offered is that so many people take them as something that can be put on as a top story to their personal structure. No search is so frequent, yet so useless and pitiful as that for a substitute to take the place of the slow and painful process of inner growth.

Merger of Types. John Dryden, writing about the Earl of Shaftesbury in *Absalom and Achitophel*, made a distinction between "great wits" and madmen that may be applied to the two types of human interest editorial. He said:

Great wits are sure to madness near allied
And thin partitions do their bounds divide.

Between editorials of entertainment and of inspiration at the extreme poles from each other a boundary line exists that is easily distinguishable. In practice, however, the two types frequently almost merge. Thin partitions divide them. Often entertainment and inspiration are each so fundamental in a particular editorial that classification has to be made according to the predominance of one element or the other. The essential thing to remember, however, is that the inspirational editorial has a more serious purpose than the editorial of entertainment, that it seeks to stimulate exercise of the will, and is perhaps the higher of the two types.

Human Interest Subjects. To the student of editorial writing, however, analysis of human interest editorials is not so important as what to put in them and how to write them. Because the instinct-feelings which psychologists call sentiments often take an emotional character when strongly excited, and because emotional states of consciousness are usually, if not invariably, either pleasurable

or painful, human interest editorials evidence their fundamental power in humor and pathos. Wilkie Collins's statement, "Make 'em laugh, make 'em cry, make 'em wait," applies to the human interest editorial as well as to fiction. Any wholesome topic with a smile or a tear in the offing is good.

"Reminiscing" Topics. To older readers few subjects are more interesting than those with a reminiscent tinge. Let a writer choose a topic rich in memories of childhood experiences and fill it with reminders of boyhood and girlhood days, let him make men and women boys and girls again, though only for a moment or so, and he will have readers who will stay with him to the last word of his editorial and watch for his writings in next day's paper. The remarkable cartoons in Mr. Claire Briggs's series on "The Days of Real Sport" owe their appeal to the fact that they bring back childhood and boyhood days. Universal and elemental emotions they are, and therefore powerful. And any writer who can revive similar memories of days when father brought home the nickel bag of candy, or mother had ice cream for dessert on Sunday, or sister had her first beau, or the youngsters all played postoffice, can write human interest editorials that will command readers the nation over. The following from *The Milwaukee Journal* has the reminiscent tinge:

Now The Hunting Season

By a diminutive lake within a night's ride of Milwaukee, where the water laps the mossy shore within a dozen feet of the door-step, stands an all but tumbling shack, about which tower slim birches and drooping elms, with here and there deep windrows of brown leaves, where the winds have swirled in ecstasy about the little brown hut. Gray, brown, and jagged the steep, cliffy banks beyond; yellowish green the ruffled lake, with long waves breaking white with riot in their climbing race to the moss at the door of the

shack. Inside are two rooms — one the kitchen, the other a sleeping room containing three bunks, in which one sleeps through the tempestuous November nights with the unscented winds of the water in one's nostrils and the muffled music of the lapping waves in one's ears.

In that shack and in the depths of the silent woods in which it stands hidden, three tired men from distant cities, driven to the razor edge of endurance by veering styles and prices in shoes, coats, and hats, have loafed away two weeks of their life each year for the past decade. When the frost has turned the leaves from green to brown and made of them a carpet for the wild things of the forest; when ducks and geese, urged by chill winter winds, start their long flights southward to the lands of sunshine and food, stopping at random by the way for rest and food; when the snap gets into the air and a great log fire at night fills the rude room with warmth and cheer, these men drift back with the same unerring delight that the birds leave for their long winter homes.

Closeness to nature there. For breakfast a strip of seared bacon and a cup of black coffee that tastes better than the best meal mother ever cooked. Old clothes that have long since passed the limit of respectability. Long tramps in the wet woods that leave them hungry, but happy; tired, but refreshed; sleepy, but comfortable. And at night by the wood fire famous lies of fish they never caught, long shots they could never have made and bagged birds they could never have killed.

Two weeks of rest, recreation, and God's fresh air they have. Then comes again the year-long grind for money, place, power, and recognition among their fellows. And for a year they live in memory and anticipation of the fairylike while in their primeval retreat.

Argument? No! Originality of idea? Certainly not. But enchanting in its visions, inviting in its dreams, and beautiful for those who can sense the joy of the hunter's life when November winds begin to blow.

The reminiscent tinge in the human interest editorial reaches a far wider field, however, than that of mere play hours in youth or manhood. It can be used on the de-

struction of a land mark or the erection of a building on historic ground, or the death of a well-known person, or the return of a man who has moved away and grown rich and successful. Such an editorial serves as a connecting link between the city today and a dozen years ago. It has high inspirational and educational value. Old residents are taken back to the years that have slipped away. Newcomers learn of the town as it used to be. Ideals of thrift, industry, ambition, and personal morality insinuate themselves naturally, and the writer is given an opportunity to share with his readers the intimate dreams of his own life and theirs. It is such editorials that exalt both reader and writer, revealing each to himself, keeping the mind open, the soul clean, and the faith strong. Note the following from *The Appleton (Wisconsin) Post-Crescent*:

Love Blind?

Our cynical friends tell us that "Love is blind"!

Is it?

Love is the only thing that sees.

Where would you be today if it weren't for the fact that someone who loved you saw in you something that no one else saw? When you first saw the light of day, who but your mother ever dreamed that you were "the finest baby ever born"? And why do you suppose she has since gnarled her hands and wrinkled her brow for you? Because love saw.

And when the best girl in the world accepted you—and her friends remarked, doubtfully: "What in the world did she ever see in him?"—why did she take you? Because love saw.

And when you were down and out—so low down that you had to reach up to touch bottom—when the world laughed and shrugged its shoulder at you—when even you had a feeling of contempt for yourself—and a great hearted man or woman became your friend—why didn't they let you drift until you went clear down to hell? Because love saw.

There is something fine and big in every one of us, no matter how we may have failed or how often we may have fallen. But only those who love can see it.

Who then are the greatest in this world? Those who love — and therefore see, and understand.

Human Interest Editorials Difficult. Such an editorial as this is at once the easiest and the hardest to write — easiest because more topics are at hand and the appeal is elemental; hardest because a single wrong word may throw the writer from sentiment to sentimentality, from delicacy to mawkishness. Its opposite is the humorous editorial, of which the following from *The Dubuque Telegraph-Herald* may serve as an illustration:

“Litrachoor”

The navy dirigible, ZR-1, visited Chicago recently, and it is interesting to read an account of the visit written by a young woman reporter for one of the metropolitan newspapers. It is the best example of the exaggerated style — the style to be avoided — that we have seen for some time:

“A ponderous silver whale, plump, comfortable, but sinister looking, with six swaying gondolas of men swirling beneath its gills, and two black ZR-1’s for eyes, swam with graceful importance through the dirty park air a thousand feet above Chicago for almost two hours yesterday afternoon.

“And Chicago, formerly unawed by superlatives, caught its breath at sight of this ultimate example of aircraft.”

At the beginning the writer compares the dirigible with a “ponderous, silver whale.” In the third paragraph it becomes a “shimmering cigar,” nearly a block long, and “seemed as national as the president of the United States.”

One fancies such cigars are sold at the National Cigar Stores.

And down another paragraph one learns:

“The elliptical watermelon with the aluminum rind struck the upper layer of the downtown district at a quarter to five. Tall people were sticking their heads out of the tallest buildings.”

One can hardly blame tall people for sticking their heads out of the tallest buildings to see this marvelous thing, which started out as a silver whale, changed into a shimmering cigar, and then suddenly into an elliptical watermelon.

And what sense of proportion was displayed by the tall people who stuck their heads out of the tallest buildings! Chicago people being noted for their fine taste, the short people, of course, stuck their heads out of the short buildings.

This story is not criticised because one is cruel. There is a moral attached. The type of young lady is quite frequent. She is throbbing, palpitating, eager to see life. It is a common type in the United States. But in the long run she would be much happier at home boiling cabbage for a husband and children.

Humorous Editorials. The humorous entertaining type of human interest editorial may be seen to its best advantage in such editorials as this. Its style is smart, satirical, full of ridicule, ruthless even, and usually more highly polished and accentuated than here. Color, alliteration, and rhythmic cadence often are outstanding traits. It is strong in pictorial quality, with a fondness for visualizing an idea or dramatizing an event. The most nearly literary of all editorial types it is, and at the same time possibly the most difficult. The following from *The Chicago Evening Post* illustrates the type somewhat better than the one just quoted:

A Strange Rite

The inhabitants of Manhattan, which is described by geographers as an island lying about a thousand miles east of the great city of Chicago, have a strange custom, the origin of which is lost in antiquity. Every twelve-month the guardians of the law of these people gather together all the weapons which have been taken from evil doers — revolvers, dirks, blackjack, and “knucks” — load them on a boat and proceed in the direc-

tion of the sea until they reach a great statue, called Liberty. Here the boat pauses, and the weapons — to the value of \$30,000, it is said — are then cast into the deep, one by one, by the guardians of the law.

Whether the throwing is accompanied by incantations or prayers is not known, as the guardians are very jealous of this rite.

It is supposed that by this ceremony the guardians hope to purge the evil doers of their evil spirit and thus preserve the lives and the properties of the Manhattaners. Otherwise it is difficult to explain it, as the iron and steel in the weapons could by a process well known to the people of the island, be melted down and converted into useful articles, as is, in fact, done by them with other old iron and steel.

Neither can the strange custom be explained as a desire to lessen the number of revolvers, etc., for they are produced in large quantities in territory contiguous to Manhattan, and, indeed, are openly sold in the market places of the island.

By others, however, it is said that the ceremony is an offering to propitiate Neptune, that he may be more favorable to the ships which the Manhattaners dispatch upon the sea. Still others regard it as a tribute to Venus, who is held in great esteem by the islanders, and who, we are told, was born from the foam of the sea.

Tone. From this illustration and those preceding, it may be noted that the human interest editorial does not differ from other types in form or subject matter. Its individuality is in the nature of the material chosen for presentation. Emotional appeal always is strong. This means that the editorial must be written in a specific tone or mood, the subject determining the tone. To be most effective, it must produce a single emotional effect on the reader. In this respect it is not unlike the short story. From the first sentence to the last, the tone should be on a single emotional plane, and all elements should be omitted that tend to destroy this single effect.

Because the human interest editorial is one of mood, a

writer must be careful not to fall into the ruinous habit of writing editorials all of one mood or bias. A writer may be satirical in a single editorial, but not consistently so. He may be pessimistic once, but not regularly. He may moralize or preach a few times, but not for long. Readers soon weary of one bias. They demand variety. Hence the need of a humorous editorial today, an esthetic one tomorrow, and a retrospective one the third day.

Value of Human Interest Editorials. Editorial writers should not underestimate the value of human interest editorials, if for no other reason than because of their attractiveness to readers who otherwise would not turn to the editorial column at all. Every community has men and women in large proportion who go through life without seeing or touching the greatest interests of mankind, yet call themselves citizens. Such persons, if they read at all, read the sporting page, stories of scandal and crime, and little more. Yet they vote, and ought to be interested in civic and national problems. These often are the primary aim of the human interest editorials. They may be reached in the editorial column and drawn to it, only through entertainment and emotional appeal. On the other hand, the human interest editorial may be commended for the very fact that human nature, in its instinct-feelings, is the same the world over — in the governor's mansion and the mechanic's bungalow. The world in general loves to laugh, weep, worry, hate, fear, dare; and the human interest editorial, being primarily emotional, appeals to all classes. All can appreciate it. And because it is emotional in its method of exciting interest, it leads instead of driving. Readers receive their teachings unconsciously, and are more securely won to causes for not having been driven.

XIV

THE CONTROVERSIAL EDITORIAL

Definition. Under controversial editorials come all those written to oppose, attack, advocate, or defend theories, policies, principles, or tendencies, or the men, parties, or cliques sponsoring them. Such editorials admittedly are biased — written with a specific objective, to influence readers for or against the measures with which they deal. The subjects of such editorials, therefore, may be as various as those for interpretive editorials. We have controversial editorials on political, economic, sociological, educational, religious, or memorial topics, or any other subjects with which the interpretive editorial deals. But because all these topics except the first three were considered sufficiently fully in Chapter XII, and because these three are matters of greatest controversy in the American press generally, the present chapter will discuss controversial editorials as applying specifically to political, economic, and sociological questions.

Methods of Development. The most common method for development of controversial editorials is by use of argumentation. Yet they need not necessarily be argumentative. Exposition may be used, or even description and narration. The result must be, however, that the opinion of the reader is swayed in the direction the writer intends. The following from *The San Francisco Chronicle* is a controversial editorial developed chiefly by exposition:

Are Newspapers Unreliable?

It is time for the newspaper worm to turn.
Every so often some self-righteous individual
with an ingrowing disposition rears back on his

hind legs and emits a doleful howl anent the unreliability of the press.

Inadvertent publication of any news story not strictly conforming to the facts invariably is the signal for a sweeping condemnation, often by those who know better.

It has come to be quite the common thing with these volunteer critics, not only to disparage the press in so far as concerns authenticity of its news, but likewise to impugn the motives of newspaper managements.

If statements of this sort came from ignorant people and reflected only the attitude of the uninformed, it would be folly to take cognizance of them. Unfortunately this is not the case. Bankers, lawyers, brokers, merchants, railroad officials, politicians, society women, ministers of the gospel, steamship officials and others who pride themselves on their probity and personal integrity, too frequently do not hesitate to lie incontinently to the newspapers.

A rumor reaches a newspaper office to the effect that a bank merger is to be consummated. A reporter is sent to learn the facts. Does the bank president admit the truth of the rumor, but ask that, for business reasons, the matter be not made public for a few days? He does not. He tells the reporter there is no truth in the rumor. A few days later the deal goes through, and — the newspaper knows the bank president lied.

A public official grants an interview, in which he makes certain statements. The next day political or other pressure is brought to bear. Does he come out in the open and admit his mistake or his change of heart? He does not. He promptly repudiates the interview of the day before and — the reporter knows he lied.

A society matron's daughter becomes engaged to a prominent man, but the family is not ready to make the announcement. Does the society matron tell the truth and ask that the matter be kept quiet for a few days? She does not. She pretends surprise and denies there is any foundation for the rumor. The following week the announcement is made, and — the society editor knows the woman has prevaricated.

So it goes on down the line. People who would not think of deceiving business as-

sociates, people who would scorn to resort to untruth or subterfuge in ordinary affairs, men and women whose word literally is as good as their bond in financial matters — these are the people for the most part who have no compunctions of conscience about deliberately lying to a newspaper representative.

The remarkable feature of the situation is that the very persons who so carelessly handle the truth when talking to a newspaper representative are the first to raise a howl over the unreliability and inaccuracy of the press.

Every newspaper reporter in the country knows his job is not worth two cents if he is detected intentionally misrepresenting facts or misquoting what has been told him. His job is to tell the truth of what he sees and hears, and in ninety-nine cases out of every hundred he can be depended upon to get things straight and to write exactly what has been told him.

The Argumentative Editorial. In the argumentative editorial the fundamental requirement is that the editorial conform to the basic principles of argument. It must have a definite proposition which must be supported by sound reasoning. The proposition need not be stated definitely nor the points in proof be marshaled in formal syllogistic order. Indirect presentation, indeed, often is more effective and is possessed of higher literary value than straight, dull logic. But the proposition for proof must be susceptible always of statement in a simple sentence.

Broadly speaking, there are six questions that one should ask oneself about every argumentative editorial one writes: (1) Is the cause just? (2) Does the editorial take a definite position on the subject? (3) Does it include all the facts necessary to a sound conclusion? (4) Are they all stated accurately? (5) Is the reasoning logical? (6) Is the editorial so presented that it will have the effect on the reader that the writer intends?

Justice of the Cause. The first and third points need

emphasis — the first because every controversial editorial commits the paper to a more or less specific policy. Interpretive editorials as a rule do not. If new facts present themselves, a writer may produce a second interpretive editorial and explain a preceding topic in the light of the additional information. But a controversial editorial commits the paper to a definite point of view. And a position once taken may not be changed lightly. For this reason a writer should weigh, let us say, a political principle nicely before he attacks or defends it. He should know as nearly as is humanly possible that he is in the right. After that he may continue without fear of possible consequences.

This point, willingness to fight for a cause, needs stress also. Great journalism often is journalism in attack. Too many editors are inclined to be indifferent, merely good natured, subservient even — to fear possibility of encountering prosecution or loss of patronage by denunciation of wrong and championship of right. The editorial chair can be respected as a great political and social power only when in the hands of men who have the talent, foresight, and moral stamina to stand by a cause, no matter how unpopular, that they know to be for the welfare of the nation, the state, or the community.

Suppression of Information. The third point needs emphasis because of the ever-present temptation to suppress facts or warp statements that a writer feels will hurt the cause he is defending. Too often we find facts recorded correctly in a certain sense, yet so presented as to be little better than false. Too frequently we see only the desired portion of a speaker's words quoted, or quoted indirectly when indirect quotation suits the purpose of the argument better. Such practice is vicious, beneath the contempt of self-respecting journalists. A half-truth may be the worst form of a lie. The healthy procedure in argumentative editorials is always to quote the exact words, and all the re-

lated words, of an opponent one wishes to refute. Such quotation not only is fair to the opposition. It enables readers to see for themselves the fairness of the writer.

If warping of facts and opinions were not a common practice among certain types of writers, it would not be necessary to emphasize accuracy and fair play in controversial editorials. But the practice is not only common. It is working serious injury to the profession of journalism.

To illustrate, citation may be made of a case of rivalry between two state educational institutions, the names of which are suppressed in the following quotations. The rivalry, bitter and senseless, was of many years' duration, each institution striving to enlist public sympathy on its side. Finally, in an abortive effort to lessen the hostility, student leaders of the two schools arranged to have their glee clubs give joint concerts in each other's home town. The University gave its concert first in the main auditorium of the State College, then the State College followed on the campus of the University. The following was an editorial written by the editor of the State College paper following the last concert:

An Editorial

This is a joint editorial. It was written by two people, one attending the University, the other a State College student. Both are connected with their college papers. Both are writing about performances of the glee clubs of the respective institutions.

One column of this joint editorial appeared on the front page of *The University Daily* in the issue of February 26. It is about the joint glee club concert given by the University and State College men's glee clubs at Seaview a week ago tonight.

The second half of the editorial, which appears in the other column, is the news story carried in *The Wintergreen* on the joint concert by the same clubs given here at Hilltown last fall. It is found on the front page of *The Wintergreen* of October 31.

No comment will be made. No comment is needed. If there are those in the State College student body who think this editorial illustrates clearly two types of editorial courtesy, that is for them to decide. If there are those throughout the state who believe that below a fair criterion is given between

the standards of democracy and ideals of fair play existing at the two schools, that is for them to decide.

So much for the introduction. Here is the editorial:

The Wintergreen

The tradition of a joint concert before the homecoming game which started two years ago by the men's glee club with Oasee College was carried out this year on a larger and more successful scale when the University glee club and the women's and men's glee clubs of the State College presented a joint concert in the auditorium Friday night.

It far excelled any previous attempts in this line and the spectators showed their approval by their enthusiastic applause. Even the standing space was taken and long lines of people waited for more than an hour attempting to gain entrance.

The University glee club, which opened the program, presented numbers which proved most popular on its tour last year. The program contained selections by the glee club which showed the voice quality and excellent training. The coast-famed violin sextet deserves highest praise as does the quartet. The clever monologue by Harold Thompson will long be remembered and was heartily responded to by applause and laughter.

The State College glee club did not lack in appreciation and showed its consistent and efficient work this year.

University Daily

Due partly to novelty and partly to the excellence of their performance, the State College glee club quite captured the audience at the joint concert with the University glee club Friday night in Meany hall.

The University club played the part of the gracious host in allowing the State College men ten out of the fourteen numbers in which to demonstrate their ability. Their chorus work was based almost entirely on the simpler dominant chords, in contrast to the closer harmony which the University men affect. The number of soloists with the State College glee club was unusually large. It seemed as if they must have brought along everyone of talent in the college. Lanta Krider, he of the noble bass voice, was so absolutely certain of himself that he merely opened his mouth and let his voice roll forth. Ruth Bradley Keiser proved herself an artist, if one's ability is commensurate with the amount of noise one makes. Mrs. Keiser, however, is a splendid technician. Before the closing number, State College inserted a travesty on "Il Trovatore," which aroused loud whoops of joy from a small boy in the front row.

This "editorial" is worth serious consideration. It purports to give in full the two papers' reviews of the concerts in each other's home town. No asterisks are included to indicate omissions from either news story. To read the extracts, it would seem as if the quotations were complete, as if the State College paper had said only good things

about the University glee club, while the University editor had done nothing but disparage the State College singers. The following, however, is the full story from the University paper, with the passages italicized that the State College editor suppressed:

STATE COLLEGE SINGERS MEET WITH FAVOR HERE

Due partly to novelty and partly to the excellence of their performance, the State College glee club quite captivated the audience at the joint concert with the University glee club Friday night in Meany hall.

The University club played the part of the gracious host in allowing the State College men ten out of the fourteen numbers in which to demonstrate their ability *singly, in quartet, in orchestra and in chorus work*. *Their glee club is composed of unusually well-matched voices and they showed cleverness in the selection of their numbers, all of which were extremely popular and familiar to the audience.* Their chorus work was based almost entirely on the simpler dominant chords, in contrast to the closer harmony which the University men affect.

Bert Nagley pleased the audience as he always does with his songs and banjo accompaniment, and so did the Varsity quartet, which sang the same popular songs that they sang at College Night. The University violin sextet worked together perfectly to achieve some really lovely and charming effects in their two numbers, which were all too short.

The number of soloists with the State College glee club was unusually large. It seemed as if they must have brought along everyone of talent in college. *William Just showed exceptional promise in his execution of the allegro movement from De Beriot's Seventh Concerto.* Lanta Krider, he of the noble bass voice, was so absolutely certain of himself that he merely opened his mouth and let his voice roll forth.

The six-piece orchestra played with almost professional ability. They could make their fortunes in a popular cabaret. Ruth Bradley Keiser proved herself an artist, if one's abil-

ity is commensurate with the amount of noise one makes. Mrs. Keiser, however, is a splendid technician.

The State College quartet proved to be the most popular number on the program. They were encored again and again, deservedly, for the four voices blended perfectly.

Before the closing number, State College inserted a travesty on "Il Trovatore," which aroused loud whoops of joy from a small boy in the front row. *The program ended with "Our Boarding House" by the State College glee club, with their fighting football song as an encore.*

A glance at the italicized portions of this story will show how deliberate were the State College editor's omissions. His editorial was printed on the front page of his paper. Marked copies were sent over the state. The editorial created much unfavorable criticism of the University for a while, until the facts were learned, when opinion turned the other way, causing the State College considerable loss of prestige.

Editorial Campaigns. In general, individual controversial editorials do not exercise great influence. A single editorial rarely attains its purpose. For a single one to win, it must be overwhelmingly powerful, or the cause it defends or attacks must be patently right or wrong — a condition that rarely exists. Controversial editorials, in other words, are generally worth while by reason, not of their individual excellence, but of their cumulative strength. A writer, falling short of success the first time, must write a second, a third, or a hundredth time, until his cause is won. And he must have more enthusiasm for the cause when the hundredth editorial is written than when the first one was begun.

Conduct of an editorial campaign is one of the first major demands made on a writer. Not less than twice a year — in the spring and the fall — the average editorial writer on a paper of any size is called on to wage a campaign for or

against a particular cause or for or against a particular candidate or group of candidates. How such a campaign may be handled effectively is a problem over which many a novice has pondered. It has been a stumbling block to thousands. It seems profitable, therefore, to consider methods of handling a typical editorial campaign.

Is the Campaign Worth While? Two problems must be settled on the eve of any campaign: First, is the fight worth while? Second, who is the responsible head of the opposition? If the fight is not worth while, if any doubt exists in the editor's mind about the righteousness of the cause, he had better not enter the lists. Editorial campaigns are worth while only to the extent that they are for the public good. Likewise, nothing is to be gained from fighting an abstract cause or theory. Back of every evil is a responsible individual or group of individuals. The editorial writer's function is to find that individual or that group, then to get him or them. The logical steps by which he should proceed are four in number — opposition, iteration, cumulation, and intensification. These steps should not be forgotten.

A Hypothetical Campaign. For the sake of definiteness, let us take a hypothetical gubernatorial race, the two leading candidates in which are, let us say, former Representative Horace X. Jones and Dennis O'Donnell. Long before the public announcement of either candidate for governor the news columns will have been filled with names of probable entries, among which these two will have been mentioned, giving the editor opportunity to delve into the past history, political and otherwise, and learn the fitness of each. The chances are, too, that the editor will have been approached by each, or their henchmen, to obtain his support. He may be invited into preliminary caucuses. If the editorial writer is not the owner of the paper, he may be ignored altogether or approached only incident-

ally. Politicians, being politicians, often feel it sufficient to seek the support of the owner or the editor only.

If the editor is functioning, he will listen to both sides carefully, but without committing himself. More, he will not be averse to hearing each side tell all it knows about the opposing candidate. Unless he is very new in his position, much of what the opposing forces tell him will be old. But each will have numerous reasons why the editor should not support the other side — all of which should be remembered carefully. It will not only aid in making a decision. It will be needed in the campaign later.

The Decision. Next comes the decision. It may be, of course, that no public issue of real significance will develop immediately, or at all. If so, the editor may confine himself to a purely expository presentation of both candidates' rights to office. There will be no need for him to take sides. On the contrary, if the rights of the public are likely to be jeopardized and the editor finds it necessary to enter the campaign, he must determine definitely to go in with the whole weight of his influence. Let no editor, as he values his professional success or that of his paper, believe he can conduct a fifty-fifty campaign, that there are "two sides to every question" when the rights of the public are on one side, and that he had better steer a middle course of "expediency." Such a milk-and-water policy is but a mark of editorial weakness and cowardice.

The far-sighted editor will not come to a decision hastily. Nor will he decide without discussion with the executive members of his editorial staff. Sometimes a decision is so simple that it is difficult to keep from forming an opinion. But discussion with the editorial force, winning the various members over — usually not a difficult matter — is necessary to the fullest effectiveness. The campaign then becomes theirs as well as the editor's or the paper's. Some editors have sycophants to whom they can announce a

policy of any kind and know it will be supported. But the resultant campaign is a colorless thing that such trucklers, swivel-neck writers, afraid of responsibility or independent action, customarily render.

Suppose in the Jones-O'Donnell contest the following facts are learned. O'Donnell was born in this country, of Irish parentage. He served on the police force once. He has never run for public office before. He is now president of a country bank. Jones, on the contrary, has run twice before. He served one term in the lower house of the state legislature, being defeated in his second race. While in the assembly he voted against the workingmen's compensation act and in favor of several measures inimical to the interests of farmers. He was opposed also to woman suffrage and the present child labor law. During the panic following the World War, the grain company of which he was president went into the hands of a receiver.

In this instance a decision, so far as the editor is concerned, is easy. But in his campaign he should not proceed on the theory that a decision on the part of the public will be equally easy. Jones has a chance of winning or he would not be running. Yet he ought to be defeated.

The First Step. The first step in the campaign is not active antagonism, but simple opposition, started by informing the enlightened minority of readers. Forming their opinions largely from the news columns rather than the editorial page, they need to be given squarely the outstanding facts in the lives of the two men. Such information is their due. A reporter, therefore, should be assigned to delve into the history, political and otherwise, of both candidates. He should be a skillful writer, one in whom confidence may be placed, who cannot be influenced by the wiles or the patronage of the opposition. He need not be told what to find, but to present fairly the relative careers of the two men.

An illustration of the kind of instructions to be given a reporter may be found in the directions given by Joseph Pulitzer, himself a Democrat, to his chief editorial writer, George Cary Eggleston, in the famous case of the New York judiciary, when Judge Maynard came up for re-election on the Democratic ticket, following questionable conduct in the preceding election. Mr. Pulitzer said:

I want you to go into the Maynard case with an absolutely unprejudiced mind. We hold no briefs for or against him, as you know. I want you to get together all the documents in the case. I want you to take them home and study them as minutely as if you were preparing yourself for an examination. I want you to regard yourself as a judicial officer, oath-bound to justice, and when you shall have mastered the facts and the law in the case, I want you to set them forth in a four-column editorial that every reader of *The World* can easily understand.

Three Objectives. By letting the reporter unearth the facts for himself, instead of telling him what to find, three important objectives are attained. First, the facts are presented fairly, without bias — at least as fairly as a single person can present them. Second, the reporter, discovering and presenting the facts that to him are new, goes at his work with greater zest and in time becomes a zealot on the trail of the unworthy candidate. It is to be noted in this campaign that it is one of attack, not of advocacy. Campaigns are won generally by showing one candidate unfit or less worthy rather than by showing another candidate better fitted or more worthy. Our hates are stronger than our loves, and the public usually votes against one candidate rather than for another.

Most important of all, however, the reporter's disclosures will not come all in one lump. It is vastly better to present the facts a few at a time than all at once. If the paper gave the whole story of Mr. Jones's misdeeds in a

single article, the story would have little effect. It would be too long for the average reader. Unless it were extremely sensational, the reader would not get to the end; and the part he actually covered would produce little more than a confused impression on his memory. One fact at a time is always better. Besides, mass opinion cannot be swayed in a day. A voting community must be stirred by degrees, gradually at first, then with greater and greater intensity. Many editors fail at this initial point. They spring into a campaign at what should be the psychological middle, expecting their public, a large complex body, to follow them. It cannot. Its very inertia keeps it from moving so quickly. Instead of moving, it is merely jerked into unconsciousness. The campaign, in consequence, proves to be a fiasco.

Later the reporter may be instructed where to find facts that the editor feels the public ought to have about the former representative. Every vital weakness he possesses as a prospective executive should be brought out. His political experience and record, his qualifications for the office of governor, his acts when he was not a candidate and had not thought of candidacy, his standing as a business man and leader, his utterances for or against labor, capital, the farmer, etc. — these and other points should be presented fully. No legitimate news fact should be omitted. The former representative, being unfit for the office of governor, should not receive quarter. Except in exceptional instances nothing is to be gained from entering a campaign without intention of winning. And having entered, one must not leave a stone unturned that will contribute to the defeat of the undeserving candidate. It is infinitely better to stay out than to go in half-heartedly or half-sincerely.

Reader Appeals. The news stories, however, are only one phase of the editorial drive, which goes hand in hand.

They and the editorials accompanying them mark the initial stage. Next come iteration, cumulation, and intensification — the editorials being written and rewritten for particular groups of readers. For example, suppose a study of circulation shows the following distribution of the paper: northwest section of town (shopkeepers, clerks, etc.), twenty-four per cent; factory district, twenty per cent; Lake Shore section (the fashionable residence district), fifteen per cent; rural, twenty-two per cent; street sales, eight per cent; foreign and miscellaneous, eight per cent. Such an analysis may be regarded as fairly accurate. Many clerks, shopkeepers, and minor tradesmen will be in the factory district, and many of the so-called laboring class will be in the northwest section. But the general distribution figures may be taken as a fair guide.

It will be evident at a glance that approximately forty-two per cent of the editorials in this particular campaign should be directed to labor and to readers living in the country. Forty-two per cent of the editorials, in other words, should show the improbability of Mr. Jones representing those two classes adequately. Appeals showing the general undesirability of Mr. Jones in the state as a whole may be written occasionally. But such general appeals always have less influence than those showing the unfairness of the candidate to a particular class, the reason being that the more general appeals lack the direct, personal self-interest. The average individual unfortunately does not care greatly how well a candidate will direct the affairs of the state as a whole. What he wants first is a man who will not be prejudiced against himself or his class. Such a candidate is the one he will vote for, no matter how valuable the opposing candidate may be.

There are still other reader appeals, however, for these two classes. Most of them are church members and may be approached from that angle. Or they are former service

men, or are aligned with one of the two major political parties, or they may have taken a particular position with reference to state highways, schools, or taxation problems. None of these prejudices should be overlooked. Nor should the woman voter be forgotten. Approximately half the readers of the editorial column are women. Back in the days when woman suffrage was a national issue, Mr. Jones declared himself against equality of suffrage. That should be driven home, and every other trait that will make him unacceptable to women voters.

The Campaign Speeches. Meanwhile the political campaign is progressing. Both Jones and O'Donnell are making speeches. Each should be followed carefully, and his speeches reported accurately. This, be it said once more, is the due of the reflective minority. But each speech should be dissected carefully for contradictions with preceding speeches and for new arguments fitting in with the editorial campaign. If Jones is normal, he will soon begin striking back at the paper. His retorts should be printed and made the subjects for further editorials if the retorts are worth while. The writer should be careful, however, not to let himself be inveigled into a mere nagging policy of attack. Too many editors, in their zeal to win, lower themselves to mere fault finding. Weak arguments usually do more harm than good.

It should not be necessary to emphasize that the series of editorials addressed to farmers and labor should not be published successively. Throughout the series should be interspersed editorials of specific appeal to the various other classes of voters reading the paper — those included in the remaining fifty per cent. The eight per cent of foreign and miscellaneous readers may be disregarded. They have no vote.

Appeals to the Emotions. After the editor has gone the rounds and classified his readers accurately, he needs to

start all over and consider them from a different angle. As nearly as he can, he should appraise the number of his readers contained in two broad, indefinitely defined classes — those who respond to intellectual appeal and those responsive to emotional stimulus only or mainly. The latter class unfortunately is in the majority. It is not limited, however, to the uneducated. Nor is the thinking, reflective class among the educated only. Those who demand emotionalization of their reading matter are doctors, preachers, teachers, bankers, merchants — men and women in all ranks of society.

This class cannot be interested and won by cold, logical reasoning alone. And a writer cannot expect to exert wide influence if he appeals solely to the understanding. He may appeal to literary taste and intellectuality and receive the plaudits of the literati and the small minority of readers. But he will not get the votes of the *hoi polloi* who have not lifted their eyes above the rims of the Egyptian fleshpots. Those who can be aroused by dispassionate argument to right a wrong or hazard their reputations for a cause constitute but a small minority of the public. The vast majority must be made fighting mad or frantically glad before it can be incited to undertaking great reforms or undergoing personal sacrifice. And this madness or gladness can be attained in its *nth* intensity only by emotional appeal in addition to argument.

Adapting Campaigns to Readers. In general, one's editorials in a campaign should be rather evenly distributed between these two classes of readers. The reason is simple. The reflective minority are themselves leaders, and if they will, can exert influence in proportion. On the contrary, and unfortunately, they often are a cantankerous lot, too much wrapped up in their own affairs to assume the leadership that might rightfully be theirs, and too individualistic to work in harmony with each other or any one

else. In consequence, one cannot rely on them to exert the influence they should and might. A writer must carry his appeal direct to the non-reflective multitude and give it in terms that the multitude will heed, provided he can present it without lowering the moral plane. A writer may strive rightfully to adapt a campaign to the mental plane of his readers, but not to a lower moral plane.

The following editorial from *The Nation*, one of the leading magazines after the World War in the fight for pardon to the so-called conscientious objectors in the United States, is an illustration of emotionalized appeal:

JACOB SILVERMAN, a poor junkman of Bucks County, Pennsylvania, had a big St. Bernard dog. Jacob was a Russian, and according to the statutes of Pennsylvania no alien may own a dog; so the heavy hand of the law descended on the house of Jacob. Dick, the dog, was seized and condemned to death, and a fine of \$25 was laid on the hapless junkman, and there was weeping and wailing among the Silverman children. A sympathetic neighbor, however, wrote to Mrs. Harding on the matter, and as a result the kindhearted President took the time from his duties to telegraph and to write a letter to Governor Sproul of Pennsylvania, asking that a way be found to save Dick and restore him to the bereaved family. It was a gracious and humane act. E. F. Doree also lives in Pennsylvania, or did live there until he began to serve a ten-year term for the sole crime of belonging to the I.W.W. Doree and three other Philadelphia workers were included in the group conviction at Chicago, though there was no word or act charged against them and they had worked efficiently at munition loading on the Philadelphia docks. Doree's little five-year-old son, who has long been ill, lies dying. The President still refuses Doree pardon. He is not a dog, but a "Wobbly," and Attorney General Daugherty says he won't let any such men out while the railroad strike is on.

This editorial is worthy of notice for its absence of ab-

stract reasoning. The appeal, through juxtaposition of the two incidents and by use of such words as "poor," "hapless," "little son dying," etc., is to the emotions pure and simple. What is more, with certain types of readers it is effective.

In applying this type of emotionalized appeal to the Jones-O'Donnell campaign, it might be cited that Dennis O'Donnell is good to his children and the poor in his town, and that Jones failed to enlist in the service of his country during the World War. As a matter of fact, Jones's failure to enlist and O'Donnell's goodness to his children and the poor in his community might not be an argument in any sense for or against the fitness of either for the office of governor. If so, use of either incident would represent a lowering of ethical standards and should not be considered. On the contrary, if Jones evaded enlistment when he should have entered the service, or if O'Donnell's goodness to the poor illustrates his sympathy for the unprivileged classes, the incidents present another aspect and might be featured in the campaign. They undoubtedly would influence numbers of votes. The point is that, to reach all classes of readers, it is not sufficient to argue a subject logically only. One must vivify it. It is not sufficient to clarify it or to generalize about it. A writer must dramatize it. He must make the ignorant and the educated, the reflective and the non-reflective alike see the importance of it.

Dangerous Ground. Frank admission must be made that we are on dangerous ground when advocating emotionalized editorials. But knowledge is always dangerous when it outruns morals. To inflame the passions of readers is easy. It is easy to incite them to unreasoning mass action that may prove a devastating tornado before the mob passion back of it may have spent its force. This danger becomes all the greater when many papers resort to similar tactics on the same subject. As Professor Edwin A. Ross says:

Formerly, within a day, a shock might throw into a fever all within a hundred miles. The next day it might agitate the zone beyond, but meanwhile the first body of people would have cooled down and become ready to listen to reason. And so while a wave of excitement passed slowly over the country, the entire folk was at no moment in a state of agitation. Now, however, our space-annihilating devices make a shock well-nigh simultaneous. A vast people shares the same rage, alarm, enthusiasm or horror. Then, as each part of the mass becomes acquainted with the sentiment of all the rest, the feeling is generalized and intensified. In the end the public swallows up the individuality of the ordinary person in much the same way that the crowd swallows up the individuality of its members.¹

The irrationality of the "crowd self" is well known. Its effect on elections, market quotations, and industry in general, frequently has been disastrous. And editors, even the greatest of them, have been known to stir it to unreasoning frenzy.

Swaying the Crowd Mind. Probably no better illustration of this "hystericalization" of the crowd mind could be found than in an editorial by Mr. William Randolph Hearst during the Turkish war in the Near East in 1922. The Turks had been growing more and more belligerent toward the major European governments. Their armies had trespassed farther and farther into the neutral zone at the Dardanelles. Mustapha Kemal Pasha, the nationalist leader, had flouted the British, Italian, and French premiers. Smyrna had been burned. And on the morning of September 22, when the anxiety of the world was at its tensest point and the Associated Press dispatches were telling that the Turks had occupied almost the entire neutral zone on the Asiatic side of the Dardanelles, virtually surrounding the little British army in the Chanak area, Mr. Hearst came out in his papers with a signed front-page

¹ *Social Psychology*, p. 63.

editorial, headed, *SITUATION IN THE NEAR EAST MAY BE ONLY FORERUNNER OF GREAT WAR OF THE WORLD.* The editorial said in part:

Good Christian people of America, good citizens, beneficiaries of our Occidental civilization, center your attention upon the war in the Near East.

Do you think that it does not affect you because it is so far away? It concerns you more than events that happen at your door. It concerns you more than the European War did.

The European War was merely a war between white peoples, Christian peoples, so-called civilized peoples — a family quarrel, as it were — no matter how dreadful, how unwarrantable it was.

This situation in the Near East may be the beginning of the great race war, the great — truly great — war of the world — the war of the Oriental races against the Occidental races — the war of strange religions and strange standards of morality, and strange social castes and customs against the civilization and the standards of life and the democratic social conditions which determine our existence.

It may be the beginning of another tide of Oriental invasion, of yellow peril, a tide of terror, slaughter, devastation such as menaced Europe when Attila swept down upon the white races with his horde of Huns; and when the Turks carried the banners of Mohammed with cruelty and fanaticism to the gates of Vienna.

If this situation in the Near East is not the beginning of such an invasion, it is at least the prelude to it, the clear indication of a situation which may make such a danger possible.

The Turk has been victorious over the army of Greece and has satisfied his hatred of the Greeks and of all Christian people by hideous acts of outrage and bloodshed in Smyrna.

The Turk has dared challenge the power of the greatest of the European nations, to defy France and Italy and even England. Italy has confessed her inability to resist the Turkish advance. France, with her army of 3,800,000 men, is unwilling to use it for any

other purpose than the plunder of Germany.

England is left alone, hundreds of miles from her base, with practically only her navy to depend upon to repel the Turk and protect civilized, Christian Europe against what may be the first blow — at any rate the first indication — of the Oriental menace.

Where are the bulwarks of Europe's safety and civilization? Where are the great Caucasian nations that lay as the first effective line of defense against Oriental attack? . . .

The white races are only two fifths of the people of the world, and if Russia — part Asiatic and part European — has been compelled to ally herself with the Asiatics, the man power of the Occidental races will be even further reduced and the strength of the Oriental races proportionately increased.

Possibly, in fact probably, this is not the time and the occasion when the Oriental invasion will occur, but the likelihood of its occurring is made clear to those who have any knowledge of the past and any insight into the future.

The character of the great war that will come is made clear. The bitter hatred which the Asiatics have for the white, Christian nations is made clear.

The hideous cruelty and savage blood-thirstiness of Oriental armies is made clear.

The kind of treatment Europe may expect and America may expect from Oriental soldiers is made clear — babies impaled on bayonets, men murdered and mutilated, women dragged off by thousands into the most degrading form of slavery.

Men and women of Christian America, citizens of civilized America, center your attention on the Near East, and realize that what is happening there may some time happen on our own shores.

We do not want war; but war is not eliminated by the fact that we do not want it.

War exists — and race war, religious war, the cruelest and bloodiest kind of war, is rife on the boundaries of Europe and Asia.

Europe — disunited, demoralized — would be little able to ward off a blow.

If the blow is not delivered now, if the inevitable conflict is postponed, surely Europe should employ the respite to end her family feuds, to build up the strength of all her nations, to unite the white peoples in power

and purpose, to present an undivided front to her foe.

And we Americans, proud of our race, our nation and our ideals, must take care that we do not with weak and water-eyed policies of pacifism, render ourselves so powerless that when the world war crisis comes we will be unable to protect our civilization, our religion, or even ourselves.

William Randolph Hearst.

This editorial, coming at the moment of greatest anxiety over the Near East situation, produced through its appeal to the sense of fear present in every normal person, an effect that was felt the nation over. Market quotations on the leading stock exchanges, always sensitive to good or bad news, broke badly. And to add to the gravity of the situation, Mr. Hearst's editors had their reporters interview so-called leading citizens in their respective communities on the wisdom, leadership, and vision evidenced in the editorial.

The situation in the Near East quieted quickly. The "great race war" did not come. Perusal of the editorial in later moments of calm shows that Mr. Hearst himself was not serious in his belief that it would come. The editorial was but an episode in his campaign for national defense. But it gave him no prestige as a national leader. Indeed, it shows in part why Mr. Hearst, probably the greatest living newspaper editor, one of the greatest news getters journalism has had, has never been able to gain the confidence of the American public. In moments of national travail, when true vision is essential to leadership, he lacks a judicial mind.

Other writers should remember this characteristic of the emotionalized editorial. It is like dynamite. In skilled, trained hands it may be a power for good. In the hands of fanatics, wiseacres, and revolutionists it may be a curse. Conscientious writers must guard against sensational

editorials tending to incite hate, enmity, class prejudice, or any emotionalized revulsion against acts that to the superficial may be interpreted as grave moral wrongs. The demoralizing effect of emotion-inciting editorials when read by immature and morally unstable individuals may be disastrous in its results.

Iteration. Let us return briefly to the last three stages of the Jones-O'Donnell campaign — iteration, cumulation, and intensification. When the last new argument has been advanced against the candidacy of Mr. Jones, and the last new idea has been expressed, the election of Mr. O'Donnell probably will still not be assured. It will be time then to start again and repeat the original arguments from different angles. There were those who were out of town when the first editorials were written and did not get to see the paper, or were in too big a hurry to read the particular issues of the paper in which the editorials appeared, or did not get home from work in time, or did get home but were too tired to look at anything except the sporting page and the comics. There were also those mental anemics, afflicted with lack of appetite and curiosity for interpretation of human problems, even though such problems might affect them vitally. They did not see any of the editorials on which the writer expended so much time and strength. Yet such persons have a vote that counts as much as anybody else's. They help to make what we know as public opinion. And they must be reached. The only way to reach them is to write again, taking the same topics and presenting them in new dress under new titles.

In addition, no matter how effectively one may have written originally, a large proportion of one's readers will have forgotten they ever read those identical arguments before. Such is the brevity of the average memory. Others will have read and been convinced, and this time think the writer is voicing their opinions. Still others will

have read and objected for a moment, then decided the paper was probably right after all, and so have passed on to something more interesting. But such readers will not have been stirred to action.

Here comes the value of the repeated arguments. A few more readers will be reached. To those who were reached at first the ideas this time will seem a bit familiar. Though they may have objected originally, they will have "thought of that before" when they see the arguments now, and will be rather inclined to approval. Repetition of the old arguments, in other words, will have justified itself.

It was Charles A. Dana who first showed American editors the worth of iteration in editorial campaigns. The daily, incessant, vigilant, remorseless dissection of the acts of negligent, ignorant, or corrupt public officials, or would-be officials, is a weapon against which there is little defense. The influence of the continually repeated idea is subtle and effective. One who reads the same thought several times in different words comes soon to accept it as his own. Lord Northcliffe made no secret of the fact that one of the reasons for his success as a journalist was due to his editorial persistence. "Remember the power of persistence in journalism" was his dedicatory injunction to the visitor's book of the Overseas Writers when he was in Washington last.

Cumulation and Intensification. The final stages of the campaign are necessarily those of greatest intensity. As the contest draws to a close, the less effective arguments are gradually dropped and the white light of intensity is focused on Mr. Jones's most vulnerable weakness, the one most likely to cause him a loss of the greatest number of votes. At the same time the spotlight is centered on Mr. O'Donnell's strongest vote-getting trait, and the strength of the one is contrasted with the weakness of the other. Every one of voting age at the time of President Wilson's

second campaign will remember the effectiveness of his slogan, "He kept us out of war." And students of history can cite similar slogans in presidential elections since the beginning of the nineteenth century. The psychological reason is sound. The average voter has difficulty in grasping and holding his attention centered sharply on more than one idea at a time.

Self-Control. One caution is particularly necessary in the final stages of the campaign. In the intense hours of the last days a writer is liable to become so zealous to win and so overwrought at the chicanery of the opposition that he will lose his self-control and become impatient, irritable, bitter. The strongest editors often fail at this point. Even Horace Greeley, who was known usually for his accuracy of statement, strength of argument, and calm, dispassionate reasoning, became so fevered on one occasion that he gave utterance to the famous expression that not all Democrats are horse thieves, but all horse thieves are Democrats. In general, to the extent that a writer loses his self-control, he loses also his effectiveness. Those already on the side of the writer may be jubilant over a bitter, brutal, slashing editorial. But sober-minded, thoughtful readers are repelled. It is suicidal to permit mere zeal to carry one too far.

Boasting of Victory. Finally, when the polls have closed, the votes have been counted, and victory has been won, it is not the part of wisdom to boast about the results or to attempt an estimate of the worth of the paper in electing the successful candidate. Judgment of the paper's value in the campaign is a matter for the public to render. Boasting does not pay. It engenders hostility. The paper will want friends in another campaign, and those who stood by it this time may not support it in the next election. No man likes to have it said of him that he has been the tool of any paper or organization.

XV

THE EDITORIAL PARAGRAPH

How Paragraphs are Made. In an open letter concerning "The Making of a Paragraph," addressed to Associated Editors, Chicago, Mr. Robert Quillen, one of the best-known present-day paragraph writers, had the following to say concerning the way he produces his famous paragraphs:

You ask how the things are manufactured. Well, take the case of that fourth paragraph in this morning's batch.

Picture me sitting on the back of my neck before my trusty typewriter. My mind is a blank. I am a casual from the ears up, and I have been evacuated. Not a thought on the premises.

Suddenly there appears before me the word *ankles*. I sniff. I will have none of it. I am fed up on ankles, and so is the public. I positively refuse to write a paragraph on ankles.

The word *ankles* timidly suggests *calves*. More of the same. Worse and worser. Darn calves. I'll be hanged if —

Calves slink off and as a parting shot suggest the Prodigal Son. Well, now, that is better. Perhaps a body might —

But no, already the Prodigal Son has suggested a place in the sun. Old stuff. A place in the sun suggests a fiddler's bill — reparations — moratoriums — all good pegs on which to hang a paragraph, but no bright thought to complete the hanging.

A fellow might make a pun on moratoriums, but puns are the last resort — the last despairing cry of a worked-out imagination. Let's see; moratorium has the sound of consortium. What in thunder is a consortium? Oh, yes. Well, why not define consortium in some Smart Aleck fashion? That always goes good. Deep thought.

Frantic shimmying of the cerebellum. Periods denote shimmying. Vain effort.

Well, hang it, define something else then — patriotism, impudence, war ship, college, pants, child —

Whoa! A little more line, please. Steady. All right, reel him in. Let's get it on the typewriter:

A child is simply a stomach entirely surrounded by curiosity.

And there you are. Time: Ten minutes and three seconds. Gosh, it's an awful strain.

Examination of Mr. Quillen's letter leads one to the conclusion that he himself has not analyzed the method by which he works. Association of ideas he uses, it is clear. But beyond that he does not go in explanation.

It is doubtful if the art of paragraph writing is sufficiently known to be taught. Its processes are so elusive and the shades between excellence and commonplaceness so evanescent, that communication of formulae by which effective paragraphs can be produced at will, seems beyond the reach of present-day pedagogy. On the other hand, a few definite and accepted principles may be set down, by which a writer may test the value of his own productions and those of others.

What the Paragraph is. The present-day editorial paragraph or squib is supposed to be a sentence or more of comment on events or ideas of general interest. As a matter of fact, it is a sentence or more of comment on events or ideas, significant or not, that appeal to the whimsy of the editor and that he feels he may make interesting to readers by the originality of his point of view. In other words, either the occasion of the paragraph or comment on the occasion may make the paragraph worth while.

The paragraph, too, is supposed by some to be the normal editorial bred down. In theory, the editorial column should touch — thoroughly or cursorily, according

to need — on all news of significance to readers of the paper. News of greatest consequence should receive fullest discussion. That next in importance should come second in allotment of space. And so on down to inferior items worth only a sentence or so.

“In theory,” be it understood. Such a rule of thumb, if ever observed by editors, holds no more. Editors have learned the value of brevity in making ideas emphatic — that a dynamic paragraph may contain more wit or humor or pathos, and may be more powerful, than an entire column of comment. In consequence, the editorial paragraph has come to be an art in itself — so much so that we have numbers of writers devoting their entire time to paragraphing. And the reach of their pointed comment is almost as limitless as the universe.

Two Kinds of Paragraphs. Editorial paragraphs are of two kinds — pointed quips and abbreviated, matter-of-fact editorials. The second is the normal editorial bred down — nothing more than an editorial *in minimis*. It has no other purpose than cursory comment on current topics. It would be longer, except for the fact that a single sentence or so tells all the writer has to give. The following from *Editor and Publisher* is an illustration of this type of paragraph:

There is a glamor about New York that naturally attracts men and women and draws them from every part of the world. That is why New York is the world's intellectual center and the city of greatest journalistic opportunity. After all, people are journalism's inspiration. While we cannot help but admire the ambition of the individual, it is only fair to warn that the journalism of the metropolis today has a place only for the man or woman of exceptional ability.

This paragraph contains four sentences. The following from *The Georgian American* is abbreviated still further:

Steinach, brilliant surgeon of Vienna, has undoubtedly changed old men into apparent young men by gland transplanting, and also, according to good authority, has made a person aged twenty suddenly become sixty in appearance. As between the two, the wise man would say, "If you must change me, make me older. Anything but a return to youth and all its foolishness."

This type of paragraph, like its ancestor, the full three-unit editorial, has its informative and educational value. Its weakness lies in the fact that it usually is little more than an expression of opinion. Reasons back of the opinion are left largely or wholly to the inference of the reader. Life, sparkle, glitter of epigram, and ornament in language are absent. What power the paragraph possesses rests in the common-sense opinion it voices. In consequence, it has come to hold a position of lower rank than its more attractive rival, the pointed paragraph or squib.

The Pointed Paragraph. The pointed paragraph in American journalism is said to have originated with Benjamin Franklin. In commenting on a rumor that a flash of lightning had melted the buttons off the waistband of a farmer's breeches, he observed, "'Tis well that nothing else thereabouts was made of pewter." It is this type of paragraph that demands genius for successful production. Mere expression of opinion will not make this kind successful. The writer of it must see his subject from a height or an angle that others do not. He must evidence uniqueness in point of view or profundity of judgment. And he must convey his message in a minimum number of words. The model paragraph of this type contains approximately two lines. Five different subdivisions of it may be noted — news paragraphs, epigrams, aphorisms, parodies, and puns.

News Paragraphs. The news paragraph comes first because it is the sub-stratum of the paragrapher's art. Like editorials, most paragraphs have their basis in the

news. For this reason, timeliness is the first requisite. For the same reason the news paragraph is the most fleeting of all. It lives for a day only and dies when the Salvation Army comes to collect old papers.

Subject matter itself is the essence of the news paragraph. Expression is secondary, and not often of particular importance. This type contains no comment and expresses no opinion. It derives its power solely from the cleverness with which the writer selects and juxtaposes ideas or facts contained in the day's news — in other words, from what the juxtaposed facts or statements are made to connote. The following are illustrations:

The professor of Biblical Literature at William Jewell College has been dismissed for his radical views. The college is situated in Liberty, Missouri. — *Life*.

Patrolman H. D. Krimsey arrested a man charged with peddling moonshine. The man insisted he didn't sell any and that he didn't give a dram. — *Milwaukee Sentinel*.

Before mounting the platform for his lecture last night on "How to Prevent Baldness," the Polish scientist, located temporarily on First Avenue, raised his toupee and scratched his head. — *Seattle Star*.

Epigrams. The epigrammatic paragraph is a pithy or antithetical expression of a startling thought in which there is a contradiction between the real and the apparent meaning. It has two prime functions — one, to excite surprise and consequent interest by seeming contradiction, the other, to fix the thought in the memory by expressing it in condensed, paradoxical form.

Epigrammatic paragraphs are effective when they have a worth-while idea. They are impotent, however, when addressed to the ear rather than the intelligence. Mere balanced sentences or ear-tickling phraseology are not sufficient for a successful epigram. Balance of sentence

structure is good. Cleverness of phrase is good. But each must be used to drive home a novel idea. Nothing compensates for dearth of thought. The following epigrams may be cited as successful models:

Life will never be comfortable for the
pedestrian until he invents some sort of dis-
guise that will make him resemble a tack.
— *Palatka News*.

A hare lip is a misfortune; but a mustache
is a man's own fault. — *Ed Howe*.

Courtship consists of a man running after a
woman until she has caught him. — *Boston
Transcript*.

Four gills one pint; two pints one quart;
four quarts one gallon; one gallon one quarrel;
one quarrel two fights; two fights four police-
men; four policemen one magistrate; one mag-
istrate one month. — *London Tit-Bits*.

Aphorisms. Aphoristic paragraphs are short, pithy expressions of general truths. "Wisdom" paragraphs, or maxims, they are called sometimes. They give in brief form a practical principle or proposition, often as if derived from experience. They differ from the epigram in that they always have a serious ethical purpose and that they do not depend for their power on balance of sentence structure or cleverness of language. Humor or wit may be present, but only for the sake of enforcing an outstanding truth. Their effectiveness lies in the worth of the truths or principles they present. Stark common-sense and unpretentious, peasant-minded wisdom are characteristic of them.

Aphorisms usually are universal in their appeal, without limitation of reader interest to time or place. They have a higher ethical motive than other types of paragraph, and in consequence, longer life. Benjamin Franklin's maxims, for example, have become household expressions in American life:

| Early to bed and early to rise makes a man |
| healthy, wealthy, and wise. |

| At the working man's house hunger looks |
| in, but dares not enter. |

| Leisure is time for doing something useful. |

| Now I have a sheep and a cow, everyone |
| bids me good morrow. |

| If you would know the value of money, go |
| and try to borrow some. |

Aphoristic paragraphs are not as popular with present-day readers as with those in the preceding century, and therefore are written less frequently. The following, however, are illustrations:

| Too much attention to the pigskin does not |
| help the sheepskin. — *Detroit News*. |

| Civilization is just a slow process of get- |
| ting rid of our prejudices. — *Macon News*. |

| A dollar in the bank is worth fifty in the |
| bucket shop. — *New York American*. |

| It is all right to train your son for a white- |
| collar job if you don't spoil him by teaching |
| him to eat heartily. — *Associated Editors*. |

Parodies. Parodying paragraphs are ostentatious imitations of well-known maxims, proverbs, or quotations. Often they are mere travesties. What value they have lies in their use of words that are attractive for their sound as well as their sense, but which at the same time recall the original familiar words, phrases, or sentences that were vital with mental food. Benjamin Franklin's "God helps them that help themselves" was a parody on the older "God helps them that help each other." In this case Franklin did an uncommon thing — made a strong maxim out of a parody. Usually the result is the opposite — to make a travesty of a great thought or sentiment. In

general, parodying paragraphs are worth while according to the worth of the thought they convey rather than the closeness of similarity in language with the original. The following are typical parodies:

| God made the country, and man made the |
| detour signs. — *Toledo Blade*. |

| No man is a hero to his own bootlegger. — |
| *Evanston (Ill.) Index*. |

| Early to bed and early to rise makes you |
| talked about by your neighbors. — *Tacoma* |
| *Ledger*. |

Puns. A pun is a play on words — a concord of sound and a discord of sense, as Lowell expressed it. Like the parody, it is permissible in editorial paragraphs when the point of the statement lies, not in the pun itself, but in the idea — when the purpose is intensification of the thought rather than mere puerile, empty play on words. In such a case the pun is to the prose sentence what rime is to verse — an ornamental emphaser. Or, to vary the simile, it is to the paragraph what tinsel is to a Christmas tree or confetti to a holiday festival — ornamental glitter and color, not an end in itself. It adds to the pleasure of an idea, but may not be made a goal of achievement.

The reason for the disfavor in which punning paragraphs are held is that they supplant thought so easily. The better papers bar puns on proper names, and permit play on words only when there is a definite timely interest in addition to the word play. In each of the following paragraphs is a definite idea that the puns aid in emphasizing:

| A Chicago girl has sued a cabaret pro- |
| prietor for \$10,000, declaring she has "con- |
| tracted a disease that causes her limbs and |
| body to quiver when she hears jazz music. |
| The name of the disease, of course, is jazzma. |
| — *Life*. |

| After a while our American life will be |
| teeming with quaint old bootlegends. — *Life*. |

Rats are found everywhere in the world except the Polar regions, says London *Answers*. Due, no doubt, to the extraordinary activity of the Pole cats.—*Life*.

On the other hand, such mechanical puns as the following are empty, full of sound and fury, signifying nothing:

The Clown Prince is a crown quince. To hell mit the Spiked helmet.

A mule lives only about thirty-five or forty years, but every year has a kick in it.

One of the advantages of living on Long Island is that on one side of the island you see the sound and on the other you hear the sea.

Brevity. The requirements for goodness in an editorial paragraph are not many, but such as they are, are vital. Brevity is one. The very nature of the paragraph demands brevity. Within limits, the shorter a paragraph is, the more effective it will likely be. Every word counts, and should be weighed as with diamond scales. Those that are not for the writer are against him.

Novelty of Idea. Novelty of idea is essential. In the so-called wisdom paragraphs novelty rests in the greatness of the thoughts. In the other types, however, the novelty consists in the originality of the concept. This concept may be a perception of resemblance between differences or of difference between likes. It need not have any instructional purpose. Like beauty, it may be its own excuse for being — that he who sees may read, marvel for a moment, chuckle silently, and forget. It may be too airy, fanciful, inconsequential to be held long in the memory. But it must be novel in sentiment or in point of view. For example:

They are filming the Ten Commandments.
But movie censors may cut out four or five.
— *Worcester Evening Post*.

England, France, and Italy are going to investigate Turkish atrocities, and they ought to hang everybody found smoking one. — *Life*.

If you smell gas or gasoline and look for it with a lighted match, it is probable you are going on a long journey. — *Appleton (Wis.) Post-Crescent*.

The ideas in these paragraphs are not great. The language is not unique. The value lies in the mere novelty of the concepts.

Timeliness. Timeliness is valuable, but not essential in a paragraph. The following paragraph has no time element:

Some men hold a good hand at bridge, and some — are more successful in the moonlight. — *Life*.

Like the editorial, however, the paragraph generally demands timeliness. Its point usually lies in the fact that the topic it touches is of immediate interest to the public. The topic itself need not be mentioned. It may be implied only. But when not mentioned, it must be so obvious that specific reference to it would blunt the point of the barbed shaft carried in the quip. The following paragraphs evidence the timely element, either expressed or implied:

“Homer Aids Boston to Conquer Giants.”
Times Headline. — Yet the universities are abolishing Greek. — *New York Tribune*.

A girl in Johannesburg recently ran fifty-six miles. The report doesn’t say whether the man got away. — *London Daily News*.

Books on etiquette are painfully silent concerning the graceful way to scratch a mosquito bite in public. — *Palatka News*.

Periodic Sentences. Many paragraphs depend for their success in large measure on surprise. In consequence, the

nearer the end of the paragraph the surprise element can be put, the greater will be the resultant "punch" to the paragraph. It is well, therefore, to make the last sentence periodic if possible — to construct it so that the full meaning cannot be had until the final word is reached. A review of the paragraphs used as illustrations in this chapter will show that most of them are periodic. Note the following also:

Formerly when a man's vision began to fail, he changed his glasses. Nowadays he changes his bootlegger. — *New York World.*

We suggest that someone start to manufacture spare parts for pedestrians. It looks like a profitable business. — *Charleston Gazette.*

Pugilists post forfeits to "insure their appearance." But why should a dog-nosed, tin-eared, dish-faced prize fighter care a nickel's worth about his appearance? — *Houston Post.*

There lived once in Boeotia a lout who was even more empty-headed than his most empty-headed neighbor and who yet, throughout the domain, was looked on as a shrewd and wise and sapient fellow. Whenever anyone spoke to him of a thing he did not understand, he vouchsafed no reply, but merely smiled a bit, and winked.

Wit and Humor. Wit and humor in paragraphs are valuable. Paragraphs offer the editor a valuable opportunity to step down from his dignified rostrum and laugh with and at himself and the rest of the world. In addition, humanity in general is keenly sensitive to laughter-provoking ideas. Loving clean laughter, it seeks the editorial columns of those who know how to induce it. Between wit and humor, however, a difference exists that writers of paragraphs should understand. Perhaps it may be explained most succinctly by quoting the following from *The Atlantic Monthly:*¹

¹ Vol. c, p. 427.

Wit and humor are such elemental, fundamental things that it has always been found difficult to analyze them. Upon some points, however, those who have essayed this puzzling task agree, for they all hold that wit is an intellectual, humor an emotional quality; that wit is a perception of resemblance, and humor a perception of contrast, of discrepancy, of incongruity. The incongruity is that which arises between the ideal and the fact, between theory and practice, between promise and performance; and perhaps it might be added that it is always, or almost always, a moral incongruity. In the case both of wit and humor there is also a pleasurable surprise, a gentle shock, which accompanies our perception of the hitherto unsuspected resemblance or incongruity. A New England farmer was once describing in the presence of a very humane person the great age and debility of a horse that he formerly used and owned. "You ought to have killed him!" interrupted the humane person indignantly. "Well," drawled the farmer, "we did — almost."

A humorous remark or situation is, moreover, always a pleasure. We can go back to it and laugh at it again and again. One does not tire of the *Pickwick Papers*, or of Jacobs's stories, any more than the child tires of the nursery tale which he knows by heart. Humor is a feeling, and feelings can always be revived. But wit, being an intellectual impression, suffers by repetition. A witicism is really an item of knowledge. Wit, again, is distinctly a gregarious quality; whereas humor may abide in the breast of a hermit. Those who live by themselves much almost always have a dry humor. Wit is a city, humor a country, product. Wit is of intellectual cultivation, and abounds in coffee-houses, in salons, and in literary clubs. But humor is the gift of those who are concerned with persons rather than ideas, and it flourishes chiefly in the middle and lower classes.

Wit and humor both require a certain amount of idleness, time enough for deliberation, — that kind of leisure, in short, which has been well described as a state of receiving impressions without effort. Thus, we find wit in the drawing-room, humor in the country store, and neither in the Merchants' Exchange....

Humor is not simply the sudden perception of a moral incongruity; it is the *sympathetic* perception of it. Thackeray described humor as a mixture of love and wit. He really meant sympathy and wit. Humor, it has been said, is laughing *with* the other man; wit is laughing *at* him. The incongruity that amuses us, that makes us laugh, is the incongruity which exists between the victim's state of mind and his conduct or situation, and that incongruity we cannot appreciate unless, by the exercise of imagination, we are able to put ourselves in the place of the victim. Unless we attain this sympathetic point of view, his conduct may appear to us right or wrong, logical or illogical, wise or foolish, fortunate or unfortunate — anything except funny. If an ordinary man under ordinary circumstances should step in a hole and tumble down, the incident would not be a humorous one. But if the same accident should occur to a pompous person who is at the very moment engaged in making a theatrical gesture, the incident would be humorous; the incongruity between the victim's state of mind, sympathetically apprehended by the observer, and his situation, would be felt as laughable. . . .

The difference between wit and humor, it is evident, is in favor of humor. Humorous paragraphs linger longer in the memory, and having wider reaches of appeal, they command a larger reading public. Writing of them should be cultivated, despite the contention of Mr. C. L. Edson¹ that all true humor is based on a "grouch." Mr. Edson says further:

If you are not ill-natured, you cannot be a humorist. The popular conception of a funny-man is that he writes in a mood bubbling over with good nature. The truth is, he is as good natured as a bumblebee. All day he roves the flowery fields looking for somebody to sting. And if he fails to sting somebody, the audience murmurs: "This is too tame a bull fight. I want my money back." . . . Our hates are stronger than our loves, and

¹ *The Gentle Art of Columning*, p. 42.

that's why there are no popular jokes about mother, and millions about "mother-in-law."

Value of Paragraphs. The purpose of the editorial paragraph in the editorial column is variety and emphasis. It furnishes variety in its brevity and the nature of the topics it chooses for comment. The novel angle from which writers of paragraphs usually view their topics also contrasts greatly with the normal serious, staid editorial. Because of the scant size of the editorial paragraph, both editors and readers often underestimate its value. It has dynamic power, however. Successful use of it has made many writers famous.

PART IV
THE EDITORIAL PAGE

XVI

POLICY AND POLICIES

Essentials of an Editorial Page. Problems connected with the conduct of an editorial page are similar in many respects to those touching composition of individual editorials. Direction of a page, however, with its niceties of policy and its daily necessity for gaining and holding the interest of readers, has its individual perplexities. And a writer needs to know something of the intricacies of its conduct, as well as the problems connected with writing individual editorials.

The prime thing every chief editorial writer would like to know is what constitutes a good editorial column. In this, as in so many other problems relating to newspaper production, opinions differ. It is this diversity of opinion that is responsible for editorial pages varying as widely as those of *The Christian Science Monitor*, *The New York Times*, *The Milwaukee Leader*, and *The Chicago American*, with their respective and relative editorial influence. Probably no two editors could be found who would agree on all the qualities that make a good editorial column. On the other hand, certain outstanding characteristics may be enumerated in which there is fair harmony of opinion. Chief among these are the following, which, however, are not mutually exclusive: (1) variety in both subject matter and style, (2) uniform excellence, (3) independence, (4) consistency of policy, (5) justice, (6) public service, (7) patriotism, (8) dignity, (9) humor, (10) individuality, and (11) authority. Accuracy and interest in individual editorials, sanity of judgment in them, proper mechanical construction, and correct English are taken for granted in this estimate of the editorial column as a whole.

Variety. Variety of interest is recorded first because of the necessity of attracting readers — as many as possible. Unfortunately there is no editorial type of reader, as there is a financial page type, a movie type, or a sporting page type. The reader whose first interest is the market quotations on grain or stocks may turn to the editorial page as soon as he has finished the first page and the financial section; or he may not turn to it at all. So with the baseball fan or the club woman. This is unfortunate, because it does not enable editorial writers to know who follow the editorial columns, or why. The fact that this condition exists, however, compels diversity on the editorial page every day and from day to day.

Under normal conditions diversity of interest may be obtained, and should be sought, by publishing editorials taken from each of four subject sources: (1) national or international news, (2) state or sectional news, (3) local news, and (4) human interest topics.

One of the functions of the editorial is interpretation of the outside world to the community. And national or international news affecting the community directly or indirectly, always is worth editorial space. Discussion of such news, however, is never valuable unless a definite point of reader-interest between it and the community can be found. Otherwise it had better be left for another paper to waste space on. Much of the current comment on foreign affairs is utterly vain, not only because the writers do not know enough about their subjects to discuss them discerningly, but also because they do not find in the subjects the contact points that compel the interest of readers.

The same condition exists in relation to discussion of state and sectional news, except that in this instance there is added need for interpreting the community to the world beyond the limits of the city in which the paper is pub-

lished. Particularly is this true in smaller towns and cities. Editorial opinion on even the smallest papers is scanned closely by political leaders and others, who often have such opinion as almost their sole means for knowing what the community is thinking.

The backbone of the editorial column is the local editorial. Except under unusual conditions no issue of the paper ought to be allowed to go to press without a local editorial. The editor need not fear accusation of provincialism. On the contrary, he must be, in a measure, provincial to be successful. Examination of the greatest papers, from the *Boston Transcript*, *The New York Tribune*, and *The Portland Oregonian* to the smallest newspaper in the smallest town, shows all of them shot through and through with provincialism. The function of the local editorial is to promote mutual understanding within the community, to keep the group mind alert to the importance of its own affairs, and therefore to develop a sense of common interest in the betterment of the community as a whole. And any editorial column that accomplishes this aim need not fear criticism for provincialism or failure to function rightly.

Human interest editorials give variety to the editorial column because of the nature of the topics discussed. They are easy to read, and do not demand the abstract thought exacted by other editorials. Consequently they lure readers who otherwise would not see the editorial columns at all. They may be commended as a means of lightening the column as a whole.

Variety may be had also by varying the length of the editorials. Every editor should have on hand at all times a larger number of editorials than he can possibly use in the next issue. Many editors make it a rule to have ready always a supply sufficient for three, four, or even five issues. A large proportion of these extra editorials are what are known as "time" editorials — editorials without

time value, that may be published in any issue. A custom of hoarding editorials thus may cause loss of many that pass out of date before they can be published. But it gives one also a wide leeway for variety in publication on any one day. It permits diversification of both topics and length. Paragraphs and brief editorials may be interspersed with the longer ones, and the column made attractive both typographically and from a standpoint of subject matter.

Uniform Excellence. Uniform excellence is a characteristic of every editorial page that enjoys great prestige. Every editorial column is on trial in every issue. No highly successful page can be good by spurts. It must be good every day. Power lies in continuous goodness. And a single issue cheapened by hasty, ill-considered opinion, by a desire to speak omnisciently on subjects that the paper has not had opportunity to investigate thoroughly, will destroy more confidence and drive away more readers than weeks of strong editorials can lure back. There is no need to fill a specified amount of editorial space in every issue. There is need, however, of filling the space actually used with comment worth printing.

Independence. Editorial independence is becoming more and more a mark of progressive journalism. By "editorial independence" is meant freedom from domination by parties, sects, cliques, clubs, or any class or rank of society. Time was when newspapers prided themselves on being political party organs. They even advertised themselves as such, as some backward journals still do.

The movement today, however, is the other way. Necessarily so. A party paper — one avowing itself Democratic, Republican, or Socialistic — admits by the statement that its opinions are biased in favor of a particular political doctrine. It says to its readers that they cannot take its views on political matters at their face value, but must make allowance for the fact that the paper is pre-

judiced in favor of a particular theory of government. They must take the Democratic, Republican, or Socialistic bias into consideration. In consequence, when the paper supports a party nominee — and the minion editing a party organ supports the party nominees *in toto* — reflective readers cannot tell whether the support is merely for party loyalty or because of genuine belief that the candidate is the best one for the office. And if the paper's opinions necessitate serious questioning on one issue, readers hold, all other statements need examination before acceptance.

There should be no such publication as a Democratic, Republican, or Socialistic newspaper. An editor who runs a party organ should not expect the fullest confidence of his readers. No institution of learning could affiliate itself with a political party. No church or court of justice could. And no newspaper should.

The day of the politically independent paper has arrived, even though we still have many avowed party organs. One of the most common, yet ridiculous situations that a reflective person may conceive is the average party paper on the eve of an election, shouting frantically to its favorably prejudiced readers arguments intended for the opposition, which that opposition never sees because it is reading oppositely biased editorials in its own distorted journals. Editors are coming fast to realize that readers respect liberty, intellectual and personal, above all things, and that one of the things that make their impression on individuals is a journal's independence — freedom from social and political entanglements, latitude to express itself for or against any party or candidate, and courage to take an unbiased position against its friends or its opponents. Editors are beginning finally to appreciate, too, the incessant and meticulous demands for support made on them by party leaders. Such men care little for the dignity or

the corporate integrity of a paper. They are bent on winning elections. And they often make it impossible for a party organ to be unbiased, utterly fair on all issues. The editor may not tell actual falsehoods, but in his effort to shield his party from harm, he finds himself suppressing fundamental facts and arguments — violating one of the first principles of standard journalism.

Political independence, of course, does not mean neutrality in politics. It means holding the editorial page free to support the nominees of any party and the best men for office, regardless of party. Though Horace Greeley did not observe always his proclaimed policy of "a journal removed alike from servile partisanship on the one hand and from gagged, mincing neutrality on the other," his idea was right. Such a policy permits an editor both to advocate the principles and measures of a party and to dissent from its course on a particular question, and even to denounce its candidates if he believes them lacking in ability or integrity. It convinces its readers of the paper's fearlessness and its honest effort to place their welfare above all other considerations.

Such a policy has back of it also a very material consideration — one that every publisher will understand. It pays financially. Election days come around with surprising regularity from year to year. And for the purpose of stimulating political advertising, nothing is more effective than an independent editorial column — one without party ambitions, dedicated to the best interests of its community regardless of possible political prestige or preference for the editors or owners. Such a column, secure in the confidence it holds among its readers, is in the best possible position to attract political advertising. There is little incentive to campaign managers to advertise in papers already supporting their candidates heart and soul in the news and editorial columns.

Consistency of Policy. Editorial independence does not consist, as many short-sighted editors have seemed to feel sometimes, in abusing one party or faction today and another tomorrow. As Henry Watterson remarked once: "Where independence does not degenerate into factious obstinacy, where it is animated by a good purpose and guided by sound journalism, it is the sole method of journalism which will bear investigation. When the people feel that in their newspaper they have a watch set on the politicians whose fidelity to their principles cannot be suspected, they give to the paper, thus situated, vast confidence and power."¹

To sustain conviction, however, editorial independence must possess consistency. One of the points to be determined before publication of every editorial, therefore, is whether discussion of the particular subject will violate an old policy or commit the paper to a new one. If it will do either, the directing head of the editorial column had better look at it a second time before using it. Not that there is objection to swerving from old policies or starting new ones, but that there should be specific reasons and due deliberation before doing either. Every time an editor changes from a position of any importance, he finds some of his readers unwilling to follow him. He should know himself in the right, therefore, before accepting responsibility for forfeiting the confidence of those readers.

This caution regarding consistency is necessary for another reason — the haste with which many editors rush into print. Experienced editorial writers hear frequently of scoops in editorials and of papers being compelled to come to positions taken promptly by their competitors. Mention is not made, however, of the unfortunate positions taken impetuously, regarding which the competitor had to become humiliatingly silent after the first outburst. It

¹ Quoted in C. F. Wingate's *Views and Interviews on Journalism*, p. 22.

is these unfortunate positions that destroy confidence. There should be no such thing as an editorial scoop.

In advocating consistency, one is not unmindful of Emerson's words: "With consistency a great soul has simply nothing to do . . . Speak what you think today in hard words, and tomorrow speak what tomorrow thinks in hard words again, though it contradict everything you said today." Emerson, however, was addressing private individuals, not editors. An editorial column one year may hold contradictory views from what it did the preceding year. But it may not let its opinions today contradict those expressed yesterday, and those tomorrow agree again with the first opinions. When a paper changes a policy, it must prepare its readers for the change and make the reasons crystal clear.

Justice. One exception may be made regarding contradictions and changes in points of view. When an editor finds he has made a mistake or a misstatement one day, he should not hesitate to correct it the next. The old era of pseudo-infallibility in journalism has passed. Readers will pardon errors due to false information or poor judgment, provided corrections are made promptly. But they will not pardon unfairness or injustice. A reputation for fairness can be gained by any paper, and it is as valuable to an editor as to a private citizen. If an individual makes a misstatement and later, learning his error, corrects it, he grows in the esteem of his fellows. On the other hand, if, with knowledge that he has made a misstatement, he refuses to retreat or apologize, he is held in contempt by his associates. This attitude of society toward individuals is equally true toward newspapers. Justice and fairness in an editorial page are prerequisites to power.

Public Service. An editorial page that fulfils its mission is a storehouse of opinion dedicated to its reading public, without a controlling commercial purpose and without

desire for prestige to the paper or its owners. It is a department for instructing the uninformed, aiding the poor, defending the helpless, initiating moral reforms, stimulating industry, and fighting graft, vice, and oppression in every form. It is, in other words, a public service department.

It follows as a corollary that the editorial page is not a place for fighting the battles or advancing the interests of the owner or any individual. With the passing of personal journalism has gone most of the back-alley mud-slinging carried on by both metropolitan and country editors fifty years ago — mud-slinging that did much to lessen public confidence in the press. Were preachers, teachers, and physicians to stand on the street corners or in the schools and churches and cover each other with verbal filth as editors have done in other years, members of those professions would not have the prestige they now enjoy. Editors have eliminated their newspaper wars in large measure, so much so that any self-respecting paper today must have an unusually grave moral reason before it will attack a rival publication. No editor can afford to assail another for mere difference of political or economic policy. It is doubtful whether a paper ever gains anything from attacking a competitor by name.

Singleness of desire to serve the public also means elimination of boastful editorials regarding the paper's goodness or its vigilance and enterprise. Boasting is effort at self-aggrandizement. The public is repelled as much by conceit and braggartism, characteristic of many publications, as by editorial feuds. Mr. Melville E. Stone says of his successful editorship of *The Chicago News*, that he "forbade any effort to exploit the growth of the paper, either the fact that it had beaten some other paper on news or that its circulation had shown a phenomenal growth, or that it had printed more advertising this year than last." Mr. Stone adds:

The only reference we ever made to circulation in our editorial columns was when the circulation fell off and not when it increased. We left the readers and the public to judge for themselves whether as a newspaper, or as an advertising medium, *The Daily News* was valuable. I believe, and I have always believed, that the constant shouting in a newspaper, "See how we are growing" or "See how our advertising increases," is no more intelligent, nor more effective, than it would be for an individual to be forever parading on the street and in the company of his friends his own views of his own importance.¹

Optimism. Conservative optimism is a feature of a successful editorial page. There are two points of view in the conduct of a page — one constructive, the other destructive. A worth-while editorial page is one that exerts a wholesome, upbuilding influence on the community instead of criticizing and attempting too much to expose faults or tear down what already has been done. One can frankly advise editors to preach optimism whenever possible. It is more acceptable to readers, and more effective. An editorial column that evidences chronic indigestion and a mean disposition in the background can do more to quench the enthusiasm and hamper the progress of a community than scores of snake-tongued gossips.

Patriotism. Patriotism, local and national, is a further requisite. An editor who does not believe in his community, its present and future, had better resign before his readers put him out of his position. Review of American history from the suspension of *The Boston News Letter*, *The Portsmouth Mercury*, *The Pennsylvania Post*, *The South Carolina Gazette*, and various other Tory papers during the Revolution to the sudden demise of numerous pro-German publications during the World War shows the excessive death rate of unpatriotic publications. The

¹ Thorpe, *The Coming Newspaper*, p. 107.

mortality is high during peace as well as during war. No paper can survive with an editorial page lacking in complete loyalty to its community.

Dignity. Inclusion of dignity as a requisite in the conduct of an editorial column is likely to occasion ridicule among practical newspapermen who see the pretentious attitude of superiority assumed by many papers not able to appreciate the difference between true and false dignity. Editors of such sheets take themselves too seriously. In their shallowness they affect the functions and characteristics of statesmen and prophets instead of being the newspapermen they really are. They lack a saving sense of humor, the requisite to be mentioned next.

On the other hand, a paper must keep its perspective and maintain its dignity always. There are certain types of humor to which it cannot stoop. In fights against vice and political trickery there are depths of abuse and vituperation in which the opponents may revel, but to which the paper itself cannot descend. There are methods by which enemies win elections, to which it cannot resort or give sanction. The dominating editorial column today is one that goes into the home. It is designed for all members of the family to read without fear of being shocked, nauseated, or instructed in devious methods of doubtful morals. It must have dignity and self-respect, therefore, so that when it takes a position on community and national problems, its opinions will command respectful reading.

Humor. A sense of humor is one of the most valuable attributes of an editorial column. Possession of it often saves an editor when nothing else will. One is inclined to apply to the editorial column what Carlyle said of men, that "the man who cannot laugh is not only fit for treasons, stratagems, and spoils, but his whole life is already a treason and a stratagem." One of the surest ways to defeat an opponent or kill a bad measure is to get the public

to laugh at him or it. If an editor can get an idea before his readers as a joke, his position is won. They soon will laugh it out of existence. A laugh turned on an advocate of a measure has killed many foolish movements in history. And a paper that can laugh with the public at itself over an error it has made or a false position it has taken, often can excuse itself and win friends when nothing else can save it.

An illustration of the laughter that wins occurred in the plant of *The Chicago Tribune*, which has been noted always for its fine sense of humor. The news department ran a story about a cadet aviator by the name of White, who had fallen in the everglades of Florida and been lost in the jungles for several days. In relating the aviator's hardships, the story told of White being trailed by a panther and climbing a cypress tree for safety, where he remained all night strapped to a limb by his belt. The story was palpably false, and *The Tribune* might have squared itself by a simple correction in its "Beg Your Pardon" column. Instead, it ran the following editorial:

The "Panther Yarn"

The Tribune got out a newspaper yesterday morning in spite of the state of mind of the copy desk, which was considerable. This department of this newspaper aims to be always right and to disclose error. It plays no favorites, and when *The Tribune* news editors and copy readers allow a panther to tree an aviator in Florida swamps, our policy is to come down hard. We do not believe that Florida panthers do much chasing of people in Florida swamps. We know that if they started chasing, they'd have a little more than an even break with their victims in tree climbing. This closes this controversy, and this department of *The Tribune* wins it.

Difference of opinion exists concerning use of certain types of humor — irony and satire, for example. Mr. Irving Brandt, chief editorial writer on *The St. Louis Star*, be-

lieves in satire. He says: "Satire is the finest form of editorial art. To make the average reader appreciate it, knock him down, choke him into insensibility, and administer it with a cold chisel and an ax." The trouble comes, however, in getting the average reader in such a state that the satire can be administered safely. Happily worded satire undoubtedly has its place in the editorial column. But an editor always must be on his guard when permitting use of it. If the satire is not of so obvious a nature that the wayfaring man, though a fool, cannot err in his judgment of it, the editor had better omit it. Occasionally one cannot resist the temptation to become satirical in print over an absurd public policy or political measure. But the result usually is the same—a deskful of protesting letters from indignant readers who have interpreted the editorial literally.

Individuality. Colonel William Rockhill Nelson, of *The Kansas City Star*, was the first editor to preach consciously the value of individuality in papers. "Don't let the other fellow make your newspaper," Colonel Nelson said. "Make your own newspaper just as good as you can every day, and if it shows progress, you are on the right trail." This advice for conduct of the paper as a whole applies to the editorial column as well. In nearly all strongly competitive fields editors unconsciously direct their editorial columns under the influence of their rivals. One paper initiates a campaign. The other opposes it if possible; if not, it starts another campaign or enters the same campaign on a larger scale, striving to outdo the originator. Such a custom of varying hostility and imitation is not a mark of strength. On its face it evidences lack of originality, of leadership. The editorial column with individuality is powerful enough to permit its rivals their individual features and to hew its own way regardless of the successes with which its competitors meet. Between papers

of extreme types there is considerable difference in editorial page make-up and content. But among American editorial pages as a whole there is a regrettable lack of originality and individuality.

Authority. The final test of excellence in an editorial page is authority. Without it no page can wield great influence. Many elements go into the acquirement of authority. Painstaking investigation, breadth of view, and a uniformly judicial attitude toward events and problems, even those touching the paper or the editor most directly, are the chief elements. Too many editors write without due investigation. Too many try to talk about subjects of which they know even less than their readers. Others investigate with fair thoroughness, but fail in breadth of view. They do not consider the complexities of the immediate problems in their relation to other, even larger problems. Still other editors fail to gain authority for their editorial pages because of individual prejudice on particular questions. Innumerable instances might be cited of editorial prejudice that has destroyed reader confidence in papers. Mr. Henry Ford's attitude toward Wall Street and the Jewish race has banished authority from the editorial pages of his *Dearborn Independent*. Mr. Hearst's position toward Japan and England has done the same thing for all his papers. Similar instances of prejudice born of political sentiment, attitude toward international relations, racial or class antipathies, and individual community problems might be enumerated. As a safe guide the judgment of many of these editors might be followed slavishly almost always. But the very fact that their opinions are pitifully warped concerning a few problems eliminates authority from their pages. For an editorial page to enjoy authority it must be uniformly thorough and uniformly unprejudiced.

Conclusion. Individual editors will have additions to

make to the eleven characteristics of a good editorial column set down here. Other traits unquestionably may be added. In the final analysis there can be no model editorial page. The ideal would be one that everyone wants to read and feels the loss of when a single issue goes astray — a manifest impossibility because of the limited space for editorials and of differences in tastes. Some readers scorn what others devour avidly. In the long run, therefore, the test of excellence must be the confidence of the readers reached and the extent of the demand for the editorials among the special class or classes for which the paper is edited.

XVII

CONTENT AND MAKE-UP

Two Contrasting Motives. Discussion of the content of the editorial page as a whole is inseparable from typography and general make-up. By *content* is meant the material printed outside as well as inside the editorial columns. By *make-up* is meant arrangement of all material — editorials and feature matter as well — on the editorial page.

Usage is not at all fixed regarding the content, typography, or make-up of the editorial page. Two motives, however, may be said to dominate editors generally. One of these is harmony of the page with the remainder of the paper. Those seeking harmony display their editorials like news stories, setting them in ten or twelve-point type, in two- or three-column measure, and running them, if need be, under streamer heads. Sometimes the editorials are even illustrated. Boxes, too, are employed frequently, and the remainder of the page is “jazzed up” with jokes, jingles, illustrations, and comic strips. This type of make-up is limited largely to sensational papers. It is frowned upon by the conservative press, and may not be said to have attained yet the dignity of best usage.

The other motive governing content and general make-up is contrast. The idea is to make of the editorial page a quiet, dignified, confidence-inspiring department away from the boisterous news, the screaming headlines, and the flaring advertisements of the other pages. It is felt that news controls the first and second pages, and advertising all the other pages of the paper, and that the editorial page ought to be an expression of the individuality of the editor.

At the same time it is appreciated by conservative editors that the editorial column is less popular than many other departments and that attention may be attracted to it legitimately by printing on the same page other material of similar but more general interest — "colums," verse, wisdom paragraphs, dramatic and literary criticism, and like matter. Many papers include striking cartoons, original or from other journals. Letters from readers are used. Reprint of editorial comment from other papers, particularly those within the state, is also a common practice, to draw the attention of the newspaper fraternity generally to the editorial page. All such measures, it is felt, are justifiable for enrichment of the page as a whole.

Harmony or Contrast? Which of the two methods, harmony or contrast, is the better, cannot be said with certainty. In theory, contrast seems preferable. In practice, however, much depends, seemingly, on the class of readers a paper has. Readers of certain types do not turn purposely to the editorial page at all. They must have large headlines and black type to make them read editorials. They have to be lured by promise of goodness in the individual editorial.

Other readers, however, usually better educated and more conservative in thought, turn regularly to the editorial column and read, not according to the size of the headlines, but the interest incited by individual captions. Such readers are repelled rather than attracted by bold-face type and double-column measure. They dislike sensational titles. And because a greater proportion of them are leaders rather than followers, making their influence thereby greater in the community, one cannot help approving in the main the conservative make-up that appeals to them, rather than the blare of the large headings and wide columns that attract the other element. One cannot condemn the harmony method of display. It compels thou-

sands to read editorials who otherwise would not see one at all. But its ostentatious flare, its evident striving for effect, seems out of keeping with the ideals of the one page in the paper that always must be more conservative than any other department. On the other hand, the ultra-conservatives in editorial dress might be immensely more effective if they were a trifle less adamant in their attitude toward display of their editorial wares.

Two Working Principles. Because of the diversity of opinion concerning the editorial page, advice regarding content and make-up must be necessarily very general. On the contrary, two fundamental working principles may be taken as ideals, that the page must be attractive for its own sake and that it should be individual — individual both as a specific page in the paper and as distinct from editorial pages in other papers.

Content of Editorial Columns. The ideal for the editorial page, so far as content is concerned, ought to be a column or more of pure editorial matter and the page as a whole filled with material of an editorial nature. The editorials themselves ought to be varied. As noted in the preceding chapter, those for any normal day might well be distributed among four classes of topics — local, state or sectional, national or international, and human interest topics.

To be sure of this variety, the chief editorial writer should keep always on his spindle or in his file of editorials in type and ready for publication, a goodly number of "time" editorials. These should be on varied subjects and of varying length. Speed often is as necessary on the editorial page as in the news columns. The number of editorials that must go on a particular day may not fill the allotted space. Or one that the editor had expected to run may have to be pulled at the last minute. As a result, filler editorials must be used. Yet the filler must be so good that the reader may not know the "must" editorials from the

"time" material. Frequently, too, "time" editorials are necessary for mere variety. Nothing is so valuable for giving balance, diversity, and breadth of interest to the column as a generous selection of editorials of varying length on varied topics. Paragraphs also lend interest. They may be used as justifiers, to fill out a column, or for variety between the editorials.

Content of the Editorial Page. Outside the columns of pure editorial matter one has a diversity of allied material. Cartoons, being editorials in pictures, are appropriate. They have a high attention value. Any cut on a page is effective in arresting the eye of the casual reader. One cannot recommend comic strips, however. Nor can one recommend advertisements, except in so far as they can be used without being allowed to dominate the page. The dominating factor on the page always should be the editorials.

Letters from Readers. The editorial page is the place also for letters from readers. "The Public Letter Box," "Letters from Our Readers," "Editorials by Our Readers," and similar heads have been used above the letter column by various papers. Every non-libelous communication bearing possibility of print should be used. Every letter published stirs other readers to write, incites interest in the paper, and makes a friend of the contributor. When an unknown gets one of his letters published, he straightway shows it to his friends, who try their hand in turn.

Some editors, realizing the value of published communications, have resorted to writing letters to themselves — as a device for starting the practice or stimulating interest. Benjamin Franklin is said to have been the first editor in America who wrote letters to himself. But despite the prestige given the practice by the distinguished originator, writing letters to oneself cannot be commended or condoned nowadays. Newspaper standards have risen since the

eighteenth century. Every line of print in a paper today ought to be what it claims to be.

As to methods of handling letters, this advice may be given. First, unsigned communications should be rejected. Second, letters accepted should be edited as little as possible. The average contributor takes exceptions to too many corrections in what he writes. His letters, he feels when he reads them in their edited form, are not quite good enough for that paper. In addition, any editor will cut out little quips and fancies that may mean nothing to him, but much to the writer or the community where the letter originated. The contributor, therefore, not liking the editing, refuses to write again.

The letters, too, should be printed, even if the position they assume is in opposition to some of the paper's most sacred editorial policies. Nor is there necessity always for editorial reply, no matter how cantankerous the writer. In fact, the more erratic the point of view taken, the greater the likelihood of reply from some other reader — a result that causes soon a regular round-robin of letter writing by interested readers. Most editors make a sad mistake in limiting contributions to letters advocating their own editorial policies.

Clipped Editorials. The editorial page is the place also for editorials from other papers. They may be run under such label heads as "Worth While Editorials," "What the World Thinks," or "Among Our Contemporaries." In this department, too, most editors err by reprint of editorials only in advocacy of their own policies. A paper that publishes editorials here, opposing policies and principles for which it stands in its own editorial columns, says by the act that it is striving honestly to give its readers all the best information obtainable for arriving at fair conclusions about important problems in which they are interested. The editor may answer in the same issue a clipped editorial

disagreeing with his point of view. But the mere fact that he prints the opposing editorial assures his readers of his desire for truth. If his own policies are good, they will withstand contrary views. If not, they deserve to lose. But, win or lose, the editor will carry with him the confidence of his readers by not placing a restriction of policy on clipped editorials.

Other Features. Other features fitting for the editorial page are numerous. Book reviews and literary criticism are of an editorial nature. So are dispatches from Washington correspondents and the special correspondent at the state capital. A "colylum," too, is particularly valuable. Being signed, it gives the editorial page the personal note so much lacking since the disappearance of personal journalism in America. Inclusion of amusement features on the page is a growing tendency — one, however, that cannot be especially commended. Inane jingles, even more inane jokes, and puerile comic strips are a blot on the editorial page rather than an enrichment of it. They contribute nothing to the mental, moral, or esthetic development of the reader, whereas the ideal for the page ought to be sane interpretation and enlightenment. The average newspaper has enough trivial news and rumor in its other columns not to have to clutter up its editorial page with nonsense.

Position of the Editorial Page. The position of the editorial page in the paper is a problem for solution by the individual editor. Except when editorials are run in the first column of the front page, the editorial page always should be *verso*; that is, a left-hand page. In addition, it should be the same page regularly — page four, six, or eight, according to the exigencies of the individual publication, but always the same one. Readers like to know where to turn for their editorials with the least delay possible, as they do for sports, financial news, and society notes.

Front and Back Page Editorials. Much discussion has been had concerning front and back page editorials. In general, they cannot be commended. Use of the back page usually is too costly. It is the most valuable space that a paper can sell, and few journals are so affluent that they can forgo the revenue. The same may be said of the first column on the front page, except that in this case next to the most valuable news space is forfeited. Use of space on these two pages unquestionably commands readers whom the editorials otherwise would not have. On the contrary, transfer of the editorial column from an inside position has not proved successful on many papers. It has seemed too evidently a device for making position do for the editorial column what it is the province of the column to do for itself. If an editor will put sufficient thought into what he writes, there is not enough need to necessitate transfer of the editorial column to the news sections.

Almost the same objection holds to appropriating column one, page one, for a single editorial, or for two or three, and using the regular page for other editorials. A slight difference exists in this instance, however, in that the effect on the reader is definitely adverse. The practice lessens the prestige of the editorials on the inside page. Readers ignore them — under the impression that all the paper had to say that really amounted to anything was given on the first page.

The front page may be commended, of course, for occasional editorials of particular importance. Such editorials — set two columns wide, in ten- or twelve-point type, opened up with four-point leads, and boxed and labeled "Editorial" — say to the reader that the subject is of transcending importance and the editor cannot take chances on him missing the discussion. Additional emphasis is given such editorials if the editor occasionally signs one. Only occasionally, however. Both signed and

front-page editorials easily may be overdone. As devices for giving emphasis to editorials they lose their effectiveness quickly.

Make-up of the Editorial Column. Practice with regard to the relative position of editorials and editorial paragraphs within the column varies as widely as any other phase of editorial make-up. Five methods of make-up may be noted. One is to "size" the paragraphs and editorials — the shortest paragraph first, the next shortest second — the longest paragraph being placed immediately before the shortest editorial, with the longest editorial last. The second is contrariwise — the longest editorial first and the shortest paragraph last. The third method distributes the paragraphs among the editorials, which are placed in the columns according to length or relative importance. The fourth sets the leading editorial in double- or triple-column measure, following it by several single-column editorials, with the paragraphs distributed among the shorter editorials or used as justifiers at the foot of the columns. The fifth is without a preconceived plan, according to the best display that the individual editorials for a particular day will make. Which of the five is best, one dares not say. Possibly there is no best way.

To one who wants a good make-up that will be attractive and at the same time meet the standards of good usage, the following may be recommended. Set all editorials in column-and-a-half measure. Group them according to importance, remembering that when the editorials extend to a column and three quarters or two columns, the leading editorial should begin, not immediately beneath the masthead, but ten or fifteen lines from the top of the second column. Tests show that the eye of the casual reader turning the page of the paper glances first at the masthead, then downward toward the right, pausing first on any caption a bit from the top in the second column.

Afterward the average reader glances back at the masthead and comes down the first column. In consequence, the editorial second in importance should head the first column. When making up, care should be exercised not to let headlines stand opposite each other in adjoining columns. Paragraphs may be used to drop one headline a bit below the other. It seems best, as a general policy, to distribute paragraphs among the editorials. Scattered thus, they serve to break up the editorial columns and lighten the effect of the longer editorials. It may be added, too, that when the editorial matter runs into the second column, the last editorial or paragraph should run over into the next column. Otherwise, when the reader gets to the bottom of the column, he may stop there, without glancing at the top of the next column for another editorial.¹

Make-up of the Editorial Page. Make-up for the remainder of the editorial page is as varied as for the editorial columns proper. If the paper has a "colyum," a good place for it is in the column next to the editorials. Clipped editorials and letters from readers may come next. If the paper uses a cartoon on the editorial page, it may be run at the top of the sixth, seventh, and eighth columns, or of the last two only. It has greatest attention value there. It should be followed by an article with a head set the same width as the cartoon. If the paper uses advertisements on the editorial page, they should be made up in pyramid order, building from the lower right corner. That is, the largest advertisement should be in the extreme right corner,

¹ The ideal of this volume is practical, ethical, present-day usage. Theory is eliminated as far as possible. One cannot help daring a rather radical suggestion, however — that when editors have news and comment in the same edition of their paper, they try running the editorials at the end of the news stories which the editorials discuss. Readers would welcome the innovation. They would like to have the discussion while they are still interested in the news. When they turn directly from a news page to the editorial columns, they often read directly on from that point, forgetting to come back to the page from which they jumped. On the other hand, if they wait until they have read through the paper to the editorial discussing the news item in which they were particularly interested, they usually have lost much or most of their interest by that time. Editorials following the news would be set in different type, boxed possibly, and distinctly labeled, "Editorial." Editorials on other topics than the latest news would be run in the regular editorial columns.

with the smaller advertisements graduated above it, so that when the page is made up, the advertisements will have the appearance of steps leading to the top of the page at the right. Such a make-up for the advertisements leaves the tops of the columns free for arranging and marshaling cuts, boxed heads, and featured items.

Typography. The typography of the editorial page should be as distinctive as the content and general make-up. The commonest faults with the typography of the average page are three in number: (1) overdisplay; (2) failure to adopt an individual type for the page and to make editorials, features, and advertisements on the page key with the type selected; and (3) neglect of the "standing matter" — the folios, the masthead, and the heads on syndicated material — letting the type get so worn that it does not print clearly and legibly.

Overdisplay is a result of effort at emphasis by means of type. In his attempt to emphasize, the editor goes too far. Faulty emphasis is seen in seven- or eight-point type set in wide measure, or in ten- or twelve-point type set solid, whether in single or double columns. It is seen also in the use of heads too large for the body type.

Typography for Editorials. To obtain an editorial column that will be distinctive typographically and at the same time in good taste, the following suggestions may be offered:

(1) Set editorials in not more than column-and-a-half measure. To many editors, single-column measure may be preferable. So far as make-up is concerned, single-column measure usually is more convenient and economical — particularly on small papers.

(2) Use type one size larger than that used for news.

(3) Open up the slugs with two-point leads. Pure editorial matter should not be set solid.

(4) For the heads, use type different from that in the

news columns. Either Roman or Italic caps, or caps and lower case, may be used. One is inclined to favor caps and lower case, because of the greater ease in reading.

(5) Set heads two to four points larger than the body type. Probably four points is better than two.

(6) Leave boxes off the heads. Too many other features on the page are likely to have boxed heads. Boxes tend to conceal rather than display small headlines anyway.

(7) Do not use side-heads. Cut-in sideheads are subordinate heads.

(8) If the first paragraph starts with a large initial letter, make the initial severely plain. See, too, that it lines exactly with the type next to it. The bottom of the decorative initial should line perfectly with the last cut-in line beside it.

(9) Do not put heads on editorial paragraphs. Headlines emphasize paragraphs too much, giving them a prominence not their due and the editorial columns an appearance of being unrelieved by the lighter, pithy comment.

(10) Use special cut-off dashes—different from those between stories on the news pages. Editorial dashes should harmonize with the style of type used for heads. A dash made up of a heavy and a light rule usually looks well.

Typography for Editorial Pages. The typography of the editorial page as a whole should harmonize with that of the editorial columns. As a rule, heads furnished with syndicated material should be killed and new heads set to key with the individual style used on the page. The head on the "colym" and on one or two other important articles may be boxed. The temptation generally is to box too many heads, and as a result to negative the attention value of the editorials. Advertisements should be watched particularly. Only those having light-face type, small, sub-

due cuts, and plenty of white space should be scheduled for the editorial page. Finally, the masthead and all other standing heads should be reset regularly, to keep them from smudging when they print. Light-face type on standing matter has a trait of wearing down quickly and, before one realizes it, printing bolder than anything else on the page.

Individuality. The make-up, typography, and general appearance of an editorial page may be made as individual, as much an expression of personality, as are the clothes of a man or woman. They show the eccentricities, vagaries, impulses, and ideals of the owner. The suggestions given in this chapter evidence possibly the same traits in the writer. They are meant, however, to be suggestions only. Adoption of them will produce a pleasing page that editors may change according to the needs of their papers and their own individuality.

XVIII

THE COUNTRY EDITORIAL

The Country Editor's Influence. The small-town editor has long been the butt of much good-natured humor. In the comic papers he has been pictured as an egotistic clown. In the "colyums" of the big dailies he has been ridiculed for his provincialism and his rural outlook on life. In magazines and books he has been the object of tempered mirth because of his grave self-importance and his local bias.

In the whole range of journalism, however, no newspaperman is freer, more independent than the small-town editor — the "country editor" as he is more commonly known. Usually he owns his own paper and is free to write what he likes. His time is his own to order as he will. He is looked up to and respected as one of the chief leaders in his community. And whenever an enterprise of importance is undertaken, the first person whose aid is sought is the local editor. No one else in the community has so large or so frequent an opportunity to aid the town in advancement. He is its mainstay — its interpreter to itself and the outside world.

The country editor has influence not only in his own community, but in the state and nation. The railroads, the big corporations, the political leaders watch him closely. More, they respect his opinions. Mr. Charles Moreau Harger, editor of *The Abilene (Kansas) Reflector*, quotes a Mid-Western congressman as saying:

I doubt if there is a single calm utterance in any paper in the United States that does not carry some weight in Washington among the members of Congress. You

might think that what some little country editor says does not amount to anything, but it means a great deal more than most people realize. When the country editor who is looking after nothing but the county printing, gives expression to some rational idea about a national question, the men off here in Congress know that it comes from the grass-roots. . . . The smallest editorial paragraph tells the politician of the condition in that paper's community, for he knows it is put there because the editor has gathered the idea from someone whom he trusts as a leader.

Difficulty of Work. The country editor's influence rarely approaches in extent that of his brother journalist in the city. But the nicety and the ripeness of judgment demanded of him as the director of an editorial column is in many respects more trying than that of the metropolitan editor. In the great cities editorial writers on particular papers have a more homogeneous type of reader to write to than has the country editor. *The New York Times*, *The New York Evening Post*, *The Boston Transcript*, and *The Philadelphia Public Ledger*, for example, are practically class papers. Everyone knows that the readers of *The New York American* are of a different type from those of, say, *The Times*. So with the other papers. By the presence or absence of sensational news, by the scholarly discussion of national and international problems, and the discerning dramatic, musical, and literary criticisms, one can tell which papers are appealing to reflective and which to non-reflective readers. And editorial writers on any of the papers, knowing the quality of mind of the readers, may know also how to direct their editorials.

In a small town the paper goes alike to teachers, merchants, clerks, farmers, garage mechanics, housewives, and washerwomen, to wise men and wiseacres, to wits and witlings. The task of satisfying everybody, therefore, demands thought, psychological insight into the human mind

— mass psychology. And here editorial writing becomes an art. The scholar ignores the editorial that pleases the farmer; the farmer cares nothing for what the scholar likes; and both may disapprove of appeals to members of labor unions or the American Legion. Yet the editor must hold and interest all these classes of readers.

Abandonment of Editorial Columns. It is the despair born of failure to influence all classes of readers that is partly responsible for many country editors losing faith in and suspending their editorial columns. One such editor is quoted by Professor M. V. Atwood ¹ of Cornell University as saying: "I find that by making the news columns reflect my views, my paper has far greater weight and influence. People have to read the opinions in order to read the news, whereas if the news were impersonal, according to the recognized methods, they would not read the editorials, because few editorials are read in any paper. I believe I am right in this, and that inside of twenty-five years many big papers will be doing the same thing. I look on an editorial page or column as a waste of space that might better be used for advertising or local news."

This editor is termed by Professor Atwood as "one of the distinctive country editors of the State." Yet one would have to search a long time to find a more frank admission of editorial impotence. To influence his readers this editor has to color his news so that on certain matters readers never get unbiased facts or truth at all. Greater vitiation of the functions of a newspaper cannot be conceived. The practice is a retrograde step toward the country newspaper of a half-century ago.

Many country editors, of course, are not aware of the extent to which they editorialize in their news columns. An illustration may be cited from the State of Washington. An editor wrote the director of the School of Journalism at

¹ *The Country Weekly in New York State*, pp. 291-92.

the University, enclosing a copy of his paper and saying he intended starting an editorial column in the next issue. He wanted to know which news items, in the director's opinion, should have been chosen for editorials in that week's issue. An examination of the paper disclosed a surprising fact. The editor had a remarkably strong editorial column distributed among his news pages. All he would have needed to do would have been to transfer bodily to the editorial column four stories, with their comment, that he had run as news.

The situation of this editor does not differ greatly from that of many others. Over fourteen per cent of the papers in the State of Washington do not have editorial columns. According to a tabulation made by Professor Atwood of Cornell University, 119 of the 207 weeklies in the State of New York do not set aside space for editorials; and of the 119 many do not print editorials regularly. One cause for the absence of this important column is the fact that the editors have editorialized so extensively in the news columns that they have no additional opinions to express in the department where they are expected to voice their mental reactions on the events of the week.

Another and even more responsible factor, however, is the lack of time that the average country editor feels he has for editorials. His duties are too comprehensive and numerous, including everything from soliciting advertising to keeping books and writing news stories. As a matter of fact, if the country editor were as much engrossed in writing editorials as he is in seeking news and advertising, he would have more and better editorials. The average editor in a town of a thousand inhabitants or so can scent news, advertising, and job printing weeks ahead of time, and pass editorial material of incalculable value without knowing he has been in its presence. He has not schooled himself to look for editorial material, and he does not recognize his

own power as an editor. Deep within his soul he questions whether his opinions are worth much anyway. In the final analysis it is not time he lacks, but leadership. Probably the greatest need in the country press today is adequate leadership.

Value of Editorials. Editorials are as vital to the country weekly as the city daily, and are becoming more and more so every year. The old type of country weekly is fast passing. There will not be a place much longer for the little four-page paper filled with "patent insides," patent medicine advertising, and a column or so of local news items interspersed with two-line advertisements run as news — all printed from type so worn that it is difficult to tell the *o*'s and *e*'s apart. Readers in rural communities, in even the most backward, are demanding more live news and more thoughtful interpretation.

For this demand the city dailies are responsible in no small measure. With rural deliveries and rapid transportation services they are able to place papers in even the most remote sections within a few hours after publication. The news they provide is the most readable and the discussion the liveliest possible. In consequence, they have set standards that rural readers expect editors of the country papers to follow. These standards country editors have not been able to equal in many respects. But they are approaching them more and more closely every year. And they are meeting the competition successfully by intensification of editorial interest on local affairs — the one phase of country publishing in which the city daily can never compete.

Local Editorials. The bulwark of the country editorial column, it is evident, like that of the city daily, always must be the matters of the community in which it circulates. Mr. Ed Howe, publisher of *The Atchison (Kansas) Globe*, says the country paper "should not only be as readable as

possible, but as beneficial to the individual and the community as God will let the editor make it." That is, it must be first and always a community builder. This phase of country editing gives direction to newspaper effort. As the community develops, it reacts on the paper, assuring increased advertising and circulation, and consequent prosperity for the publisher.

Contrary to general belief, topics for local editorials are on every hand if the editor will seek them as earnestly as he does news, advertising, and job printing. The opening of a new store, the sale of a farm, the celebration of a wedding anniversary, the purchase of a new car, the birth of a baby, a display of electric devices in the window of a hardware store, a witty remark by a local townsman, a bit of homely philosophy heard in the village drugstore or barber shop — in every street, in every shop window, and on every doorstep in the home town are worth-while editorial subjects if the editor will open his eyes and see them. And it may be added that it is by paying attention mainly to the home-town streets, shop windows, and doorsteps that the country editor can make his editorial columns read. In this field, and this alone, he need never fear competition from the city daily. Nor need he fear the great bugaboo of many country editors — provincialism, rusticity. Possibly to strangers his columns may seem drab and pitifully countrified. Yet those who read them, and for whom they are written, will find there comment and interpretation of events that is vital in their individual lives. And if the country editor in his editorial columns weaves together the threads of their life in his community, revealing the people to themselves, keeping their minds open, their hearts young, and their faith strong, he need not care greatly what outsiders think.

Editorials for Farm Readers. Local editorials are taken to include editorials addressed to the surrounding farm

community, though of the regrettably small number of country papers printing their own editorials a far smaller number devote adequate space to topics of interest especially to farmers. Purely local topics originating within the city limits are obtained too readily. The farmer has been neglected greatly. Yet the great bulk of the country newspapers in America are printed in towns where interest in farm matters is keen. Often the chief industry, the one that keeps the town alive, is farming. A large percentage of the money in the banks is farmers' savings. The chief readers of advertisements and the chief buyers of advertised goods are the farmers. Yet the percentage of rural to town editorials is almost nil. Such a practice is not reasonable, and editors who want to make the greatest success of their papers should keep farmers, agricultural organizations, and general rural activities in mind when filling the editorial column.

They should keep in mind, too, the little prejudices and jealousies existing between the farming and the city populations. Usually the feeling is greater in the country than in the city. But the editor's constant aim must be tactfulness in handling the two. Nothing should be written that will drive the two groups farther apart from each other. They are dependent each on the other — the town on the country for trade, and the country on the town for credits and markets. The newspaper is the chief medium for drawing the two together, and the editor should strive always to produce editorials that will promote harmony.

“Foreign” Editorials. While the bulwark of the country editorial column always must be the local editorial, the small-town editor who runs only local editorials is not availing himself of all his opportunities. Readers have larger interests than their own home affairs. They want events of the world explained by local men. What is more, they want to know the reaction of their own home people

on those events. An editor in New York, Chicago, or Seattle may tell the effect of certain legislation on the nation at large. But readers want to know the effect on their immediate section. He may not have their individual interests at heart. The editor of the home paper will have. They believe in him. They can get back at him if he is wrong. But most of all he will be sincere in his interpretation.

In his great zeal to bring the world to the doorway of his community, however, the country editor should not permit his reach to exceed his grasp. His plant undermanned and himself overworked, he often strives to appear an authority on subjects he has not had time to study adequately. In this he makes a mistake. The aim at national discussion and authoritativeness of interpretation is legitimate. The affairs of the world concern Littleville as well as New York or Chicago. And in the evolution of the country newspaper it is to be hoped that development will be toward fuller discussion in the editorial columns rather than limitation of range. But as between wide range and thoroughness within a limited field, the latter is to be chosen.

Syndicate Editorials. Some editors do not attempt serious study of conditions beyond the local field. They fill the gap with syndicate editorials. Numerous services are at the command of the editor. But use of them cannot be recommended. This statement is made despite keen recollection of the frequent, dry-sponge feelings in the weekly editor's mind on Wednesday or Thursday night, when next day is press day and he does not have a single editorial for tomorrow, and none in mind. One knows the temptation to use "canned" editorials, or none at all, and let the paper slide.

On the contrary, one knows also the corrosive effect of syndicate editorials. They are better than none. But being syndicated material, they can never have the local

point of view. And when once an editor has resorted to them, the temptation is to use them more and more in every issue. An effective editorial column cannot be produced with syndicate editorials used to any great extent.

“Appropriating” Editorial Material. Mention may be made at this point of the habit and use among many country editors of clipping editorial material from other papers, usually the city dailies, and running it as if it were the paper's own. Sometimes the “appropriated” matter is rewritten. Sometimes it is printed verbatim, but without a credit line, the editor seeming to regard the clipped editorial as he would a news story taken from another paper.

Unfortunately usage among newspapermen is not fixed with especial definiteness regarding credit of news taken from each other's publications. After telephoning and checking to be sure an uncopyrighted story of the preceding afternoon is true, a morning journal usually will rewrite it without hesitation and without credit; and vice versa so far as the afternoon paper is concerned. Neither credits the other with discovery of news or news sources.

Reputable editors, however, refrain scrupulously from printing as their own editorials taken from other papers. When editorials of others are used, the clipped matter is printed in different type and definitely labeled. Times come, of course, when the editor's brain runs dry. Only those who have gone through the grind of filling a column regularly can appreciate how Sahara-like one's mind can become. But the need never justifies kidnaping the brain-children of others and pawning them off as one's own. Yielding to the temptation brings its punishment in lessened editorial power and in what is worse, lessened self-respect.

Flexible Editorial Columns. To avoid embarrassment incident to the periods of editorial drought that every writer experiences, a flexible editorial column is urged —

one adjustable to the number and length of editorials the editor has time to write and space to print. He should not feel compelled to fill a certain amount of space weekly. It is the feeling of necessity to produce a specific number of words for every issue that accounts for many of the futile, inane editorials one finds in papers. In general one is inclined to advise against too many editorials. Three or four are enough. And a single good one is preferable to four mediocre efforts. The additional space may be filled to better advantage with local news.

Local Politics. Concerning specific editorial policies, a few cautions, learned from practical experience, may be given. First of all comes advice against too great interest in local politics. If political independence is good for journalism in general, it is far more so for the editor of the country paper, where association with readers is intimate and where personal animosities develop easily. The advisability of the editor of a country paper aligning himself with any local political clique, even for a single campaign, may be questioned. Arguments both ways, however, may be made. If a dominant faction in favor of one party exists in the community and the paper supports that party, the editor is in line for various kinds of desirable political spoils — legal and job printing, appointment to office, and other favors. On the contrary, if the editor takes up the cudgels in favor of one party, he is but inviting an opposition paper started by some ambitious office seeker in the other party. In addition, overzealous support of a party always causes loss of subscribers who are members of the opposition.

These arguments, though practical and potent, it must be admitted, are but bread-and-butter reasons. There are, however, more ethical principles. Espousal of the interests of a political party by an editor in a small community is comparable with conditions in a large family when one member attempts to play politics within the

family circle. The field is too limited. The contacts are too close. The struggle always becomes personal. An editor's best friend will not let him criticize a neighbor too severely merely because that neighbor happens to differ with the editor politically. Where a principle is involved or the interests of the community as a whole are at issue, an editor cannot hesitate about taking sides. But in general, for the sake of the standing of the paper in the community and its future influence in other problems of more vital importance to the public as a whole, it is advisable to stand independent on parties and measures, "unaw'd by influence and unbrib'd by gain."

Community Quarrels. Warning may be given also against the petty bickerings prevalent in every community. Probably in ninety per cent of the small towns some sort of prejudice or schism exists among the citizens. Sometimes it is social, sometimes political, sometimes sectarian, and sometimes apparently pure provincial cussedness. The location of a school building, a problem of street paving, or an ordinary misunderstanding among choir members in a local church may be sufficient to start the feud. Lines are drawn and feeling often becomes bitter. Each side tries to enlist the support of the editor. But if he is the editor he ought to be, he will steer a neutral course, refusing to be drawn into petty quarrels on minor issues, settlement of which is of no vital importance to the public.

The reason for neutrality is the same as for political independence. An editor cannot be intruding himself into every petty issue and expect to exert influence that amounts to anything when large problems are up for solution. Espousal of any cause about which there is difference of opinion carries with it, at least by implication, opposition to the other side. And a country editor cannot criticize severely or often. The editorial lash in the country field usually causes more wounds and makes more enemies

than it does good. It is almost as if the editor should stand in the local post office or on Main Street and condemn his bosom companions. They are all his friends, the citizens are — every one of them — the butcher, the baker, the tailor, the merchant, the farmer. They are known to him personally. There is no mystery about him or his editorials, and criticism hurts. And after all, there is no justifiable satisfaction in a dart or thrust that opens a wound in a man's heart or in criticism that brings tears to a woman's eyes.

Local Criticism. In no other type of editing is there greater need for sweet reasonableness than in the country field. Contacts there being daily and personal, differences of opinion develop easily into open quarrels. The editor, therefore, needs to be more a harmonizer than a critic. Sharp, edged language does not pay.

Mr. Don C. Seitz, of *The New York World*, was asked once how he would criticize a road overseer for neglecting his duties. Mr. Seitz replied that he would not criticize — he would print a single sentence as if it were merely a news item: "A mudhole twenty feet long remains in front of Mullen's block since the recent rains." He continued:

The next week I might note: "In one of the busy hours yesterday twenty-eight wagons and autos drove through the twenty-foot mudhole in front of the Mullen block."

If the joshing comment that such notes would bring the overseer from the townspeople didn't stir him, I would continue them:

"The mudhole left in front of the Mullen block by the rain three weeks ago is gradually disappearing. It has shrunk from twenty to fifteen feet in length."

"Measurement shows that the ruts in the Mullen block mudhole are fourteen inches deep."

That's all. Sooner or later, public opinion will do the actual knocking, and the street will be repaired.

Such a method of criticism as this is sane, considerate, and effective. It is the right kind. The editor of a country paper, however, should take only a few such items at a time. He can make his town a cow pasture by too much criticism. And he cannot accomplish much by trying to make his community develop too fast. As a rule an editor should not try to improve his town much faster than it wants to be improved. If he tries to spur it on too much, a reaction sets in. The citizens think he considers himself "above" them — too good for Main Street ways. And such a position is fatal to editorial influence and civic advancement.

Fighting a Competitor. Because country newspapermen are more prone than others to engage in personal quarrels, it is necessary to insist once more that no editor of the new generation will permit himself to be drawn into editorial combat with a competitor. The old-time abuse of "our loathed but esteemed contemporary" belongs to a past day. As Mr. Charles Moreau Harger, editor of *The Abilene (Kansas) Reflector*, said: ¹

Such a quarrel, with personalities entangled in the recriminations, is both undignified and ungentlemanly. "But people will read it," says the man who by gossip encourages these attacks. So will people listen to a coarse street controversy carried on in a loud and angry tone, — but little is their respect for the principals engaged. Country editors of the better class now treat other editors as gentlemen, and the paper that stoops to personal attacks is seldom found. . . .

Of course, there are politics and political arguments; but few are the editors so lacking in the instincts of a gentleman as to bring into these the opposing editor's personal and family affairs. It has come to be understood that such action is a reflection on the one who does it, not on the object of his attack.

The Test of a Good Column. From a standpoint of pure

¹ *Atlantic Monthly*, Vol. 99, p. 91.

ethics, financial consideration possibly should not be a motive in the conduct of a public service organ such as a newspaper is supposed to be. Practically, however, financial considerations are always present, and rightly so. The circulation of the paper and its worth as an advertising medium often are an editor's best tests whether he is producing a paper that meets the wants and needs of his community. Editorials in small-town papers, therefore, should run so close to the hearts of the people, they should be so vital to the readers, that they will become an integral part of their lives. The editorials, being made such, carry conviction. Being believed, they reflect on the advertising columns. And advertisements that sell goods bring rich returns to the editor and the owner.

Financial success, in other words, is both a test and a justifiable ambition. The editor has a right to expect a living from his paper. But the real touchstone for judgment of the worth of the paper and its editorial columns is the service rendered the community. The editor whose paper is doing nothing more than making a living for him cannot count himself a success in journalism.

APPENDIX

QUESTIONS FOR STUDY OF EDITORIALS AND EDITORIAL PAGES

Sources

1. What was the source of this editorial?
2. Is any information necessary to understanding of the editorial taken for granted?
3. Does the editorial evidence preliminary study or investigation by the writer?
4. Might the editorial have been improved by further study or investigation on the writer's part?
5. Is there any evidence of propaganda back of the editorial?
6. Does the editorial suggest a source from which you might obtain material for an editorial of a like nature?

Reader Appeal

1. What is the reader appeal of the editorial?
2. Has the editorial more than one appeal?
3. Is the editorial local or national in interest?
4. Might it be printed in a paper in your community?
5. Does the editorial evidence effort on the part of the writer to reach a particular class or type of reader?
6. Is the subject so presented that the editorial will appeal particularly to those for whom it was written?
7. Has the editorial any direct appeal to women readers?
8. Is the fundamental appeal emotional or intellectual?
9. Does the editorial contain any statement tending to repel rather than win readers?
10. Is there any possibility of libel in the editorial?
11. Was the time element in the editorial essential in any respect to its success?
12. Does the editorial suggest to you any topics similar in appeal?

Purpose

1. What was the purpose of the editorial?
2. Was the purpose to explain? To convince? To entertain? Was it serious or humorous?

3. Did the purpose warrant an editorial on the subject?
4. Is the purpose definitely expressed in the editorial?
5. Does the editorial accomplish the purpose intended by the writer? If not, how should it have been written to accomplish the purpose?
6. Does the editorial contain any material unnecessary to successful accomplishment of the purpose?
7. Does the editorial evidence sincerity of purpose?
8. Did publication of the editorial commit the paper to a particular editorial policy?
9. Is the editorial complete, or does it seem to be one in a series on the same subject?

Structure

1. Does the first sentence command the attention of the reader?
2. What type of beginning is used?
3. Is the beginning an integral part of the editorial?
4. Is the beginning adapted particularly to the type of reader for whom the editorial was written?
5. Is the transition from the first unit to the second skillful?
6. Is the information given in the informative unit accurate?
7. Does the informative unit omit any material necessary to full understanding of the editorial?
8. Does the editorial evidence a definitely ordered plan in writing?
9. To what structural type does this editorial belong?
10. Are the different units in the editorial logically ordered?
11. Do any of the units contain irrelevant material?
12. Can the central thought of each unit be expressed in a single sentence?
13. Might the editorial be strengthened by a shift of any of the units?
14. Are any of the units developed out of proportion to their importance?
15. Is the length of the editorial in proportion to its importance?
16. Is the final sentence noticeably strong or weak?

Style

1. Is the editorial easy to read? Why or why not?
2. Does the style contribute anything to the effectiveness of the editorial? Does it lessen the effectiveness in any respect?

3. Is the style labored or stilted in any places?
4. Is it adapted to the type of reader for whom the editorial was written?
5. Has the thought of the editorial influenced the style in any respect?
6. Has the editorial novelty of expression or idea?
7. Does it contain any words outside the vocabulary of the average reader?
8. Does it contain any exaggerated statements?
9. Is there any variety or sameness in the beginnings of the sentences or the paragraphs?
10. Are any of the sentences or paragraphs too short or long?
11. In what does the worth of the editorial lie?

The Title

1. Would the title of this editorial attract the attention of the average reader?
2. Would it attract the attention of any particular class of reader?
3. Does the title do anything more than attract attention?
4. Do the words suit the title?
5. Does the title contain any hackneyed phrases?
6. Is it an integral part of the editorial?
7. Has it any literary suggestiveness?
8. Would it tend to make the editorial remembered?
9. Does it present or suggest the true content of the editorial?

Editorial Paragraphs

1. What type of editorial paragraph is this?
2. Has it a serious or only a humorous purpose?
3. Does wit or humor play any part in the paragraph?
4. Is any effort at play on words evident?
5. Does surprise contribute to the success of the paragraph?
6. Is the full meaning of the paragraph withheld to the last?
7. Does the paragraph evidence any novelty of thought or expression?
8. Is the paragraph too long to be effective?
9. Has it any timely element?
10. What is the reader appeal of the paragraph?
11. How broad is the appeal?
12. Is the point of the paragraph worth while?

The Editorial Page

1. Are the editorials directed to a particular class or type of reader?
2. What per cent of the editorials are local in appeal? What per cent are sectional? What per cent are national?
3. Are human interest editorials used?
4. To what extent are the editorials varied in length, material, and appeal?
5. Are any of the editorials noticeably weak or strong?
6. Do any of the editorials have the appearance of having been written by specialists in the subjects discussed?
7. Are the editorials constructive or destructive in point of view?
8. Are they sensational or conservative?
9. Is the paper independent politically?
10. Are the heads of the editorials too large or small?
11. How effective are the cut-off dashes between the editorials?
12. Are the paragraphs grouped effectively in the column?
13. Does the typography of the editorial column harmonize with that of the page as a whole?
14. Is the page as a whole individual or conventional in make-up?
15. Is it unusual or eccentric in any respect?
16. Is the typography distinctive?
17. Is it pleasing?
18. Is there any evidence of overdisplay on the page?
19. Is the material outside the editorial columns suited to an editorial page?
20. Is the page well balanced?
21. Does the paper print a "colylum"? Is it well placed?
22. Is the cartoon placed effectively?
23. How effective is the make-up of the advertising?
24. Do the typography, make-up, and content of the page as a whole contrast or harmonize with the other pages of the paper?

EXERCISES

CHAPTER VI

A. Write editorials on topics taken from the following news stories and informational articles:¹

(1) WASHINGTON, D.C. — Five million men and women admitted to the last census takers that they could neither read nor write. The illiteracy commission of the National Educational Association says the correct figure is nearer 10,000,000, since probably half the people who cannot read or write are too proud to admit it.

(2) PARIS. — Lieutenant-Colonel Jean Fabry, Rapporteur to the Army Commission of the Chamber of Deputies, has contributed a rather sensational article to *Intransigeant* on illiteracy in the French army. On an average only two out of ten of seven hundred recruits of twenty years of age just received by two French infantry regiments, could be classed as educated in the ordinary sense of the word. Of the remaining eight, five upon an average knew how to read and write a little, two were able to spell with great difficulty and to write illegibly, while the eighth was totally illiterate.

¹ The news bulletins, editorials, and other material on this and the following pages are offered as suggestions for use in addition to editorial topics and other exercises obtainable from periodicals and daily newspapers. It is not expected that all the exercises presented on these pages may be used. Selections will have to be made according to the needs of the instructor or of his classes.

The best subjects for editorials and the best problems for discussion are in the daily news and in the local papers. Instructors using this volume as a text should require their classes to keep up with the events of the world as presented in the local press. Reasonable familiarity with all significant news occurring since the last meeting of the class should be demanded of every student. As a test of thoroughness in daily reading, occasional class periods may be expended in writing editorials on news topics assigned by the instructor at the beginning of the hour. In addition, it may be found well to spend several class periods in discussion of current news, to aid the students in discovering topics suitable for editorials and in weighing news from a standpoint of intrinsic worth and reader appeal.

As an incentive to excellence in class work, instructors may assign frequent topics relating to the school life of the students, the best editorials being submitted to the editor of the college or university paper for publication. In most college towns coöperation may be had from the editors of the local papers. Many editors accept student editorials regularly. The instructor, however, must copyread all editorials carefully and see that nothing in any editorial submitted clashes with opinions expressed previously by the paper.

Finally, it may be suggested as a means to effectiveness in teaching editorial writing that an editorial topic should be assigned at the first recitation period and a typewritten editorial be expected from every member of the class at all meetings thereafter. It will be found a good practice to have each student turn in frequently a sufficient number of carbon copies of his editorial for all the class to have a copy. The instructor then may copyread, criticize, and commend in the presence of the class, permitting thus all members to profit by the mistakes and excellences of their fellows. Discussion, however, should be sympathetic. Students usually are sensitive to adverse criticism. To secure the best results, it often is necessary for the instructor alone to know the names of writers, the copies of the editorials held by the class being unsigned.

To show that these figures, which are even more depressing than American mentality tests at the time of the war, are fairly representative, Colonel Fabry points out that these recruits came from thirty-one different departments, mostly from the highly developed northeastern districts. They were drawn from all classes of occupation, but mostly from agriculture. A very large proportion of them had no idea where the Treaty of Peace was signed, and nearly all were unable to say who made the laws of the country.

(3) NEW YORK.—Crime costs the people of the United States \$30 each per year. This means \$30 in money. The greatest single item is stock frauds, which constitute a third of the total, according to the estimate of President Seymour L. Cromwell of the New York Stock Exchange. It is declared that crime prevails to a far greater extent than ever before.

(4) WASHINGTON, D.C.—More than two thirds of the heat is lost when the home or building owner covers his radiators with aluminum or bronze paint, so universally used.

Dr. W. W. Coblenz of the Bureau of Standards, Department of Agriculture, is authority for the startling statement to-day that heat given out from an aluminum-painted radiator surface is less than a third of that emitted by a radiator of the same size painted with a non-metallic paint, enameled, or simply allowed to rust. On the other hand, Dr. Coblenz says he finds that aluminum paint is an effective means of reducing the amount of heat transmitted through a thin material. Applied to the under side of a tent or awning, it reduces by three fourths the amount of heat from the sun which gets through the cloth, while if used on the cover of an automobile or ice wagon, it cuts in half the heat let through and makes the temperature inside the vehicle more nearly that found in the natural shade. Dr. Coblenz's conclusions were reached after a long series of practical tests here.

(5) NEW YORK.—A unique advertisement, headed, "Please Return the Chiffon Silk Hose You Bought Here Last Monday and Tuesday," is appearing in the New York evening papers. The advertisement reads:

On last Sunday the Gimbel Store featured, in its advertising, Women's Stockings of Chiffon Silk at \$1.10 the Pair. These goods were represented by the maker—one of the most reliable in the world—to be perfect stockings.

It appears, however, that some of the stockings contained too strong a dye for the weight of the silk, making satisfactory service improbable. It is only fair to say that the maker was not aware of this condition.

We have already received complaints about these stockings. It is to reach those who might not wish to complain that this advertisement is printed. We earnestly urge you to return this hosiery to us, and have your money refunded. The Gimbel Store wishes every transaction with the customer to be a source of satisfaction to that customer. And when, unavoidably, an error occurs, we have but one thought—which is to make the wrong right.

(6) MADISON, WIS. — That there is a serious mistake somewhere in the education of university students when they can graduate, majoring in English, and be unable to pronounce correctly twenty-eight out of fifty words in common usage, was the assertion of Miss G. E. Johnson of the Department of Public Speaking at Wisconsin before one of her classes. Miss Johnson recently gave a quiz to her class of some forty students. Out of that number there were only three who did satisfactory work. Some of the words mispronounced were: *alternately, consummate, disputant, harass, indicatory, jocund, lyceum, museum, obligatory, resource, research, mustache, impious, contemplate, apropos*, and many others.

(7) LONDON. — Such a serious state of decay has been found to exist in the spire of Stoke Poges church that all lovers of Gray's *Elegy* are being appealed to to raise £6,000 to save the historic structure from the collapse with which it is being threatened. The stone work of the belfry windows and the coping must be replaced, and the most important timbers in the structure of the wooden spire are so rotten that the whole thing may fall at any time. The present tower must be entirely made over or a new one built. Another danger is that the land adjoining the church may be bought up and used for some kind of house that would spoil much of the beauty of the churchyard. The parish cannot possibly afford to pay for all this, and Americans are reminded that John Penn, second son of the founder of Pennsylvania, erected a sarcophagus just outside the yard.

(8) BOSTON. — Bishop Anderson of Chicago, supported by a goodly array of pastors in other cities, has declared that the church should not celebrate marriage unless the intending bride and groom bring certificates of health and sanity. A Boston lady, the Rev. Mabel R. Witham, now purposes to subject the candidates to three other tests. She will require the certificate of a financier that the man is able to support a wife and one from a housekeeper that the woman is able to take charge of a household. In addition, she would have evidence that the pair are supplied with "love immortal and divine, which will render things glorious in their lives."

(9) BALTIMORE. — A clear intellect, a good physique, and strong moral stamina constitute the chief elements of the best all-around college student, in the opinion of Dr. Charles K. Swartz, collegiate professor of geology at Johns Hopkins University. Prof. Swartz, whom the Hopkins seniors recently voted "the best all-round professor," as well as the best teacher on the faculty of the undergraduate departments at Homewood, was requested to name those qualities which he thought must be present in a student to qualify him as a good, all-around college man.

"First of all," said Prof. Swartz, "the good student must

have a good mind — a mind capable of clear thinking and clear utterance. His must be a keen mind with an alertness born of 100 per cent enthusiasm for his work, as in every department of human endeavor success in one's studies depends on one's wholeheartedness in his work. Furthermore, a student's enthusiasm must be so high as to equip him for continuous work — not spasmodic tasks — and for diligent application of his efforts in work that may not be always agreeable.

"The highest type of intellectual effort, I believe, is attained by the man who lives among men — not by the recluse, the scholar who shuts himself off from his fellowmen. The all-around student holds a deep interest in the affairs of the day — the affairs of the world at large, as well as of the college world about him. He should be versed in affairs of government and other matters, the knowledge of which is desirable for good citizenship.

"Moral excellence is also an important element in the successful and capable student. Indeed, the application to work, and effectiveness in life, depends in a large degree on a man's ability to look on the moral problems of the day as well as on the ideals that control his life.

"Lastly, I believe strongly in the old adage that a sound body is necessary for a sound mind. Participation in athletics is more than desirable — it is requisite. But, as in other respects, the well-rounded student will make athletics a means to an end, a stepping stone to right living. He will play well that he may work well."

(10) MADRID.—Doctor L. Trambitas, speaking to a group of American tourists, said Spanish men often have fifty señoritas a year and that they value love more than gold. "As the majority of Andalusian girls are engaged by the age of seventeen," said Doctor Trambitas, "the señoritas do not go to many dances, for a Spaniard would as soon allow his fiancee to wear a harem skirt or ride a bicycle as to dance with another man. At their parties Spanish girls get unbounded admiration, and a señor who has reached the age of nineteen and talked to a girl without trying to make love to her would be considered *gauche* in the extreme. The guests are given nothing to eat on these festive occasions, glasses of cold water being simply handed around when they are leaving.

"Love is an all-absorbing topic in this amorous land of orange flowers and revolutions. 'In Spain we do not talk of money; we talk of love,' a Spaniard reminded me recently. He was right, for love is the beginning and end of every Spaniard's thoughts. On the feast days the young men play no games, preferring to stand about and see the girls pass, and in every daily newspaper you will read of duels fought for some fair señorita's favor. The typical señor falls in love fifty times a year with a newness and a passion that has in it something of molten lava, and is about as durable. A pair of laughing eyes once seen at a window, a glimpse of a pretty face in the street,

and he counts his world well lost. Spain is the most marrying country in Europe."

(11) PHILADELPHIA. — The first policeman to kill a bandit will be promoted, is a promise made by General Smedley D. Butler in his campaign to clean up this city.

(12) More than 8,500,000 women are gainfully employed today in the United States, representing an increase of 474,000 in the last ten years. This is nearly a quarter of the entire female population over ten years of age, while twenty years ago the proportion was nearer a sixth than a fifth. And we get this total increase in spite of the marked decrease in domestic servants, for in 1900, with a much smaller population, we had over 2,095,000 servants, while today we have but 1,012,000. Women are leaving not only their own homes, but other people's, statistics show. In factory, store, and office young women find companionship and freedom out of working hours which more than compensate them for the better pay and lighter labors of house work, and we may expect this exodus from the older trade to continue, at least until private service has been reorganized and its status raised. — Beatrice Forbes-Robertson Hale in *Current History Magazine*.

(13) NEW YORK. — An appeal to advertisers to include the address of their concern in their newspaper and magazine announcements is being made by Postmaster E. M. Morgan, of New York, in the campaign for complete addresses of the Post Office Department. In a letter to publishers, asking their co-operation, Mr. Morgan says:

"In about fifty per cent of the advertisements which appear in newspapers and magazines the advertiser's name and city only are printed at the bottom of the advertisement, the street address being omitted. The omission of the street address from mail sent to the advertisers not only imposes a constantly increasing burden on the post office, but seriously interferes with the prompt disposition of such mail; in fact, non-delivery is often the result of the failure to furnish a complete street address.

"About 80,000 pieces of mail, exclusive of those addressed to the largest and best known firms, are received at this post office daily without street address, and this condition is true in a greater or less degree in all the larger post offices in the country. The delivery of this incompletely addressed mail is delayed from eight to twenty-four hours. Much of the mail sent in response to advertisements is first distributed in railway post offices. The distributors on the trains know their schemes of distribution by street and number, but are not familiar with the street address of even some of the largest firms.

"A letter bearing a complete street address can be boxed or distributed to the point of delivery and the package be sent directly to that point, thereby insuring its prompt delivery. If there

is no street address on a letter, it cannot be sent direct to the delivering station. Such mail is tied in packages and sent to the General Post Office, where it must be turned over to the expert assorters. These experts dispose of as much mail as they can; and after they have handled it, there are about 20,000 pieces the addresses for which must be searched for in the directories, and of that number as many as 10,000 remain undelivered."

(14) LONDON.—To deaden the sound of passing traffic, the surface of Whitehall Street, London, is being paved with rubber blocks. The area covered is 1,500 square yards, and will cost \$30,000. Each block of rubber weighs nearly five pounds and measures eight by three inches. The rubber block area is expected to last half a century, despite the enormous volume of heavy traffic constantly using the roadway.

(15) ROME.—Hereafter no women who use perfume will be granted audiences with the Pope. Monsignor Marinaggi, who has charge of visitors, makes this announcement, as the Pope is susceptible to severe headaches and has suffered excessively in the past from inhaling the overpowering perfumes some of the feminine guests at the Vatican used.

(16) NEW YORK.—If you are under the age of twenty-one, the chances are about nine to one that your eyes possess defects of sufficient gravity to constitute a serious drawback to your chances for success in life. If you are between twenty-one and forty, there is even less chance that you have perfect sight. And if you are more than forty, there is not one chance in a million that your eyesight is normal.

These astonishing facts, based on an investigation among more than 10,000 employes of industrial and commercial concerns, are announced in the current number of *Popular Science Monthly* by Guy A. Henry, general director of the Eye-sight Conservation Council of America. Not less than sixty-six men and women out of every hundred, says Mr. Henry, are so crippled by reason of defective vision as to cause an appreciable economic waste. The majority of the remainder are suffering from eye defects of greater or less severity. Between twenty-five and sixty per cent of the school children of the United States, he adds, have defective eyesight in a degree sufficient to warrant the wearing of glasses.

Artificial illumination, Mr. Henry declares, is responsible for most of the present-day eye trouble, because the eye has not been able to keep pace with the demands made on it as a result of the extraordinary development in electric lighting in the last twenty-five years.

Severe eye strain, he declares, resulting from misuse of the eyes, unrelieved by glasses, may cause the loss of fully half the vital force intended for all the organs of the body, draining the resources of the mind, the muscles, and the nerves, and pro-

ducing severe fatigue. In fact, he says, much of the ill health of which many persons try vainly to find the cause is directly responsible to defective eyes. To avoid misuse of the eyes, with its consequent ill health, Mr. Henry offers these suggestions:

Don't read or work in insufficient light. In well illuminated places avoid the glare of lights shining directly into the eyes.

Don't read on street-cars or busses.

Rest your eyes at the first sign of fatigue.

Be sure your work is not at an uncomfortable angle with the line of eyesight.

Have your eyes examined regularly by a competent practitioner.

Don't refuse to wear glasses if you need them.

(17) PARIS. — A band of eighty drug sellers and addicts were arrested and brought to trial, Monday. In their defense they all made the claim that the law has no right to interfere with them if they desire to kill themselves with drugs. The youngest of the dope fiends to give evidence was a girl of thirteen and the oldest a man of forty-six. Without exception they stood on their rights as citizens and declared their intention to continue their habits.

(18) MONTGOMERY, ALA. — The citizens of Enterprise, Ala., have erected a bronze fountain in the heart of the business district of the town and dedicated it to the boll weevil, to which they give credit for forcing that section of Alabama to abandon growing cotton exclusively and to practice crop diversification. The inscription on the fountain reads: IN PROFOUND APPRECIATION OF THE BOLL WEEVIL AND WHAT IT HAS DONE AS THE HERALD OF PROSPERITY, THIS MONUMENT IS ERECTED.

(19) LODI, CALIF. — The town of Lodi has entered into a conspiracy to keep from Mrs. Alexander A. Kels and her daughter, Laverne, ten years old, the news that the husband and father, believed by them to be dead, is a confessed murderer, whose halting feet are headed straight for the gallows or the penitentiary.

The task is not a hard one as far as Mrs. Kels is concerned, for she is bedridden with mental anguish over Kels's supposed death. The pretty little daughter, however, presents a much more difficult problem. She is extremely keen and alert, full of life and of a child's natural curiosity. The well-intended plot to keep the news of her father's act from her has become a battle of wits to a great extent. School chums, teachers, and all the others coming in contact with her are helping out. She is permitted to leave the house only in time to arrive at the Emerson School, a few blocks distant, and she is under a carefully worked out mandate to return home immediately on the close of the school period each day. She is subtly persuaded not to "go downtown," to the "movies," or any other place, in

the hope that she will avoid the newsboys crying out every published development of the Kels case.

Newspapers coming into the Kels home are carefully searched for every shred of reference to the case and the articles are then clipped out and burned. "Aunt May" Handlin, younger sister of Mrs. Kels, attends to that.

Young as they are, the little playmates of Laverne Kels have entered into the plot with a fine understanding of its demands. They need little coaching by the school teacher at the big Emerson School, and they need less persuasion from members of the Kels family who know all. No earthly power, it is said, can now save Kels from the gallows tomorrow.

(20) BERLIN. — Prof. Gustav Roethe, famous German authority on German literature, a leader in anti-Semitic agitation and a famous anti-feminist, has been elected by the senate of Berlin University to the post of president of that institution. Aside from his literary research and strong anti-Semitic tendencies, Roethe is known widely as an enemy of women. On the university bulletin board when Roethe's lectures on literature are announced there is written invariably in red ink: "Women Not Admitted to These Lectures."

(21) WASHINGTON, D.C. — Colonel J. F. C. Fuller, D. S. O., a British officer, has told about the new "gas war." Gases of various kinds will be sprayed from airplanes or other flight machines over cities and towns, putting all the inhabitants, men, women, and children, out of the running for a long enough time for the enemy to land, take over the government of the country attacked, and arrange matters nicely to suit the desires and needs of the attacking forces. The gas will have the effect of making everyone who inhales it sick for half a year or so, in much the same way that people feel after "coming to" from an anesthetic, only more protractedly so. By the time they are well, of course, everything will have long been finished.

An American officer, Colonel Raymond F. Bacon, chief of the technical division, U. S. A., writes for the American Chemical Society an even more roseate picture of war in the future. The American gases are much more humane than the English ones. They will keep the victims out for a mere matter of hours, six or so. The principal means for accomplishing this will be a gas already invented, called soporite. Its victims will be put into a pleasant, perhaps even dreamful, sleep for about that period of time. While all these people are asleep in the capital and other principal cities of the country attacked, the enemy will take over the power.

(22) SEATTLE. — Dr. Alfred Moore, just returned from a two-year visit abroad, says the children of Russia, Italy, and Spain spend Christmas Day in worship at their churches and receive their presents on January 6.

On this same day, says Dr. Moore, French children have a

great celebration, and cut the "king's cake," which is a round cake, usually with a china image baked in it. Whoever cuts the slice containing the image is king or queen for that day, and the rest of the children must do everything the king or queen does. In Norway and Sweden they have Christmas services in their churches at four o'clock in the morning, and the kind-hearted children scatter wheat for the hungry birds. Germany was the first country to use Christmas trees, and from England we get our ideas of hanging the stockings by the chimneys, burning the yule log, and hanging up the branches of mistletoe.

In Holland on Christmas eve, says Dr. Moore, the children fill their stockings with hay and oats for the white horse that they believe Santa Claus rides. In the morning they find the hay and oats gone and instead are presents for good children and a rod or chunks of coal for the bad ones. The young men of the town arise at two o'clock in the morning and sing Christmas hymns, carrying a star on a high pole lighted by a candle inside the star. The singing of Christmas carols, Dr. Moore says, is the way we follow the story in the Bible, when the shepherds heard the angels sing when Christ was born: "Peace on earth; good will to men."

(23) NEW YORK.—Bath tubs, an anti-beard campaign, and good meals have done more to make eighty-two radicals, now held at Ellis Island, look like American citizens than any other experience they have had in this country, according to officials at the Island. The radicals, some of whom were taken in recent federal raids, are being held pending charges that they are undesirable aliens subject to deportation.

Officials at the Island, in reply to charges that the aliens were not being properly treated, invited an inspection of their quarters. It was said that the first thing done to the men held was to subject them to a liberal lopping off of beards and long hair. Then they were inducted into the ceremony of a daily bath. The result has been, according to the officials, that in many instances the prisoners have experienced a swift and wonderful change of views on economic matters.

"There is not so much social unrest since the daily visits to the bath tub were inaugurated," said an official. What has impressed the immigration officials most of all is that some of the prisoners have expressed a desire to go to work.

(24) MILWAUKEE.—Estimates based on reports of insurance companies indicate that deaths from automobile accidents in the United States the past year will exceed 150,000. In addition to the dead it is estimated that the number of injured in automobile accidents will be not less than 170,000.¹

(25) ATLANTA, GA.—A question troubling the authorities of this state is whether a tombstone can be construed as libelous if it records the death of a convicted murderer as "unjust."

¹ These figures should be verified before being used, or later estimates obtained.

George Baker was convicted and hanged after a legal trial for the murder of Deputy Sheriff Morton of Lafayette, Ga. Baker's father erected a stone which declared that the youth had been "unjustly" hanged. Now the authorities of Walker County, Georgia, have served notice that they will ask an indictment of the father for criminal libel.

(26) NEW YORK. — Vaudeville is vying lately with the movie industry in attracting by high salaries the foremost theatrical talent of the country. So-called "name" acts to supplement the routine program of vaudeville and pictures almost invariably command weekly salaries running into four figures.

Fanny Brice is understood to be the highest priced entertainer today in the variety business, receiving \$3,000 a week. And she is worth every cent of it, packing the Pacific Coast houses night after night. Ethel Barrymore is another high-priced star, usually being paid \$2,500 weekly. Leon Errol works for nearly as much as the President gets, and there are Frank Tinney and a number of others that are highly paid.

(27) CLEVELAND, O. — John L. Whitfield, fasting in the county jail, charged with the murder of Patrolman Dennis Griffin, refused drink as well as food, Saturday morning. At nine o'clock he had gone eighty-seven hours without eating. His guards reported that since Thursday night he had declined even water. Since breakfast time Saturday he has rejected also the black coffee he took during his first two days in jail. When his breakfast was brought him Saturday morning, he refused to eat, leaving even the coffee untouched. The food is left with him at all times, one tray being removed when fresh food is brought in. County Prosecutor Stanton says forcible feeding is not contemplated at this time.

(28) NEW HAVEN, CONN. — In an address before the alumni of Yale, meeting here today, it was stated that the highest price the most extravagant man could pay for a room in 1872 was sixty-two cents a week.

(29) WASHINGTON, D. C. — In 1861 the Confederate forces took charge of postal affairs in New Orleans. At that time there was \$31,164.44 of postal funds in the sub-treasury belonging to the postoffice of that city. In Little Rock, Arkansas, there was \$5,823.50 belonging to the postoffice in that city. At Savannah they took over \$205.76, and at Galveston \$83.36. Through all the years since, the Postoffice Department has carried on its record a debit of \$37,277 against these cities, Congress being unwilling to order the debit charges stricken out.

(30) NEW YORK. — "Life isn't worth while without a good time. By a good time I mean having the attentions of young men." This was the philosophy aired by Martha Körne, 15,

who, facing charges of truancy, unsuccessfully attempted to take her life by gas.

(31) CHICAGO.—Pity the poor rich child of Chicago. The Infant Welfare Society finds the children of the wealthy fifty per cent below normal in weight, while in the tenements only eighteen per cent are under weight. "Poor mothers know more about children," says Superintendent Sarah B. Place. "Children of the wealthy get too much rich food."

(32) MADISON, WIS.—Passing an intelligence test as a requirement for marriage can be looked for within ten or twenty years, Prof. E. A. Ross, of the University of Wisconsin, nationally known sociologist, said today. "Native intelligence itself, apart from education or other acquired knowledge, should be sought in the tests," he said.

(33) BOSTON.—The mother-in-law joke is doomed. So declared Mrs. Clara A. Griswold today on her return from New York, where she began work this week on her project for a national mother-in-law association, the object of which is to banish forever from the stage the ancient wheeze that holds up to ridicule the maternal parent of one's mate.

(34) CONSTANTINOPLE.—The women of Montenegro, who have worn mourning black for 500 years as a token of their grief over the loss of Montenegrin independence to the Turks in 1889, are at last beginning to dress in less somber raiment. The change is attributed partly to their new national unity with the Serbians and partly to the influence of American Red Cross women workers, with their livelier dress.

B. What are the reader appeals of the following editorials? How broad is the appeal in each editorial?

Look Out For Aspirin

Almost everybody uses aspirin sometimes. Only the most cautious people are afraid of it, and a number of us use it frequently. *Conquest*, an English medical magazine, has some words of warning on the subject that will be of interest to many. Most aspirin, at least in England, is of inferior quality and contains downright poison. But even the best kinds cause what is known as 'metabolic action,' which accelerates the breakdown of tissues and output of waste products. Aspirin also dilates the blood vessels and causes the temperature to fall. This alleviates pain and causes no serious after-effects unless too often indulged in. But Heaven help the aspirin fiend. He may not know it, but he is suffering from incipient old age, his blood vessels are dilated out of shape, and the mere fact that he is an addict makes the drug a poison. Two courses are open to him. He must either stop having headaches or draw up his will. — *Living Age*.

College Lads and Lassies

Wellesley has challenged Harvard to debate. Whether Harvard will risk putting its wit and logic against the girls remains to be seen. Apparently they are somewhat coy about taking up the flung gauntlet. They are, however, openly defiant of letting a girls' college even row on the same river with them. Radcliffe's aspirations to a crew are frowned upon by Harvard oarsmen. Where, then, are college men ready to meet college women? Where, indeed, but at the immemorial dance? It remains for the best brains of Yale, the Phi Beta Kappas, to arrange with the Phi Beta Kappas of Smith for a series of dances run by the two colleges. Is it that the dance spells cooperation and not rivalry, and this is what the best thinkers desire for men and women? Or is the ball room the only place where men dare to match their skill against these girls of the new age? — *Boston Post.*

Thrilling World's Series

When Bob Meusel knocked the ball into center field in the eighth inning yesterday with the bases full, he provided a fitting climax for the struggle which has given the Yankees the baseball championship of the world. Technically the contests at the Polo Grounds and the Stadium may have been baseball games. Actually they were battles, with all the thrill of a medieval tournament. They had their heroes, some of them famous before the series began, others winning the palm by a sudden stroke at a dramatic moment. Suspense, surprise, marvels of strategy or of eye and hand — if these are elements of romance, then the World's Series was a romantic event.

Yet nothing could be more thoroughly modern. The medieval tourney was a fine spectacle — for those who were so fortunate as to see it or hear about it from those who had seen it. But Babe Ruth's home runs, the moment they were made, were known to multitudes who were miles from the grounds, and within a few hours to everybody else. It must have been trying to the nerves to engage in contests under the eyes of a king and his court; but it could not have been more trying than to strive for a bit of bunting before the eyes of scores of thousands of critical spectators and the felt presence of millions. There may not be much physical exercise in sitting on a bench watching other persons play; but a fan might retort that he sees little difference between being thrilled by a best seller and being thrilled by baseball — except that baseball makes you do your thrilling out of doors. — *New York Evening Post.*

The Students' Soviet

The head-shakers, whither-are-we-driftingers, praisers of the past, groaners over the younger generation, and so on, have plenty to groan about in the latest news from Princeton. A professor, apparently Professor Philip Marshall Brown, was

late for a class in international law. Ordinarily no professor who is more than twenty seconds late need expect to find his class waiting for him. Perhaps this professor was late on this occasion with some such thought in mind. But the class fooled him. One student, mindful of our cherished liberties, wanted to get up and walk out. The others voted him down. They stayed there and conducted the class themselves, and when the professor appeared, they let him sit down in the back row and see how much they knew about the subject.

This is certainly not the younger generation we read of. Our colleges are training up a race of young men whose minds are impenetrable to the adult eye. What are they thinking about, these wild youths who stay in class to exchange information when no professorial eye is on them? Can it be that the whole tradition of American academic life is about to be overturned, that students are embracing the heresy that attendance at lectures is a benefit to the student and not a favor to the professor? Perhaps not, for the dispatch says innocently that "the incident is heralded on the Princeton campus as the forerunner of the system of self-education, which starts next fall." In this system, modeled more or less on that of the British universities, the student is judged at the end of his course on the knowledge he has accumulated in one way or another. Generally speaking, it doesn't pay him to cut lectures; but if he is industrious and ingenious enough, he can dispense with lectures, though not with professors, and do his work himself. And this pointer leads one to suspect that the episode was a mere object lesson engineered by the university press agent. — *New York Times.*

The Mean Banker

Ed Howe, the corn-fed philosopher of Kansas, has discovered an opening for the mean man. He says a banker should be known as the meanest man in town, and not as the best fellow. He says that if he had need of the services of a safe and capable banker he would avoid the bank presided over by a man known as a live wire, and look up the one who is known as an old fogy.

The town of Shelby, Montana, according to Howe, is without banks, all having failed because of live wire management. The town was ruined by "good fellows."¹

This seems to be a bit hard on the bankers, who average up on geniality, courtesy, and kindness about as well as doctors or lawyers or merchants. But it is Ed Howe's pawky way of calling attention to the need of care in detecting the blatherskite who makes his geniality a cover for irresponsibility. — *Seattle Post-Intelligencer.*

¹ The Dempsey-Gibbons fight for the heavy-weight championship of the world, staged in Shelby and said to have taken a half-million dollars out of the town, was said also to have been sponsored by local bankers.

Woman's Hair

As a rule, mere men have an idea that woman is most beautiful as God made her. The efforts of most beauty experts and their feminine victims to beautify themselves by subjecting their hair to artificial processes have been regarded dubiously by the ordinary man.

A number of men will take comfort in the statement by Penrhyn Stanlaws, a well-known artist, who was one of the judges of the beauty contest at Atlantic City. When Mr. Stanlaws was asked what qualifications were lacking in the girls who entered the contest, a part of his reply was: "Well, for one thing, they don't know how to do their hair. Some of them look like Zulus. You know, the fuzzy-wuzzy kind! And then there's far too much of this permanent wave stuff. Too artificial! Not enough naturalness."

The only reason the writer of these lines dares have them published is that they are anonymous. As it is, he puts them forth with fear and trembling.

Looking Back May Foil Car Bandits

Judging from the number of cars stolen while the owners "just dropped into the bank for a minute," it is evident that the "peak hour" for stealing cars is a minute or two after the owner has left his car and disappeared into a shop or office building. Whatever mission the owner is on will require at least five minutes of his time. The thief makes an effort to get away with the car in these few minutes of grace, and if failing, departs before the owner returns. But thieves seldom fail to get any particular car they are after, particularly if they have watched the owner carefully and know his habits. The wise owner, therefore, makes it a rule to look back at the car a few minutes after leaving it.

Worthless Diamonds

In his speech to his stockholders at the annual meeting of the De Beers Consolidated Mines, Ltd., at Kimberley, South Africa, Mr. F. Ross Frames, chairman of the company, made one or two statements which may well startle economists, to say nothing of those elementary minds who regard diamonds as an impregnable investment. He said:

It seems that it cannot be too often repeated that the value of diamonds lies almost entirely in the control of the quantity put on the market. The diamond has practically no intrinsic value.

Some years ago the great diamond-producing companies combined to limit the output and to maintain prices. Mr. Frames went on to say:

There can be little doubt that, but for this action of the great producers, diamonds today would be practically valueless, and many of the undertakings at present engaged in the mining of these stones would be bankrupt or closed down.

Nobody will sympathize greatly with the chairman of the De Beers Company when he complains that governments will not cooperate in this purely artificial monopoly. He points out that the De Beers Company begins to make profits only when every other seller of diamonds is satisfied, while the market still calls for more. Diamonds being indestructible, the new stones compete with all the other diamonds in the world. The supply available for all possible industrial use for centuries to come is ample. De Beers shares have actually come back in price, and dividend prospects have improved a little. But the world can show no such artificial monopoly anywhere. It defies all laws of supply and demand, and sooner or later, according as taste changes and economic knowledge becomes wider, the structure of monopoly must break through of its own weight.

Nobody need be greatly alarmed about the consequences, and the date of dissolution may yet be far distant. The people who hold diamonds can probably afford to see their value wiped out. People who buy them for investment, under the belief that they will increase steadily in value, like real estate, have themselves to thank if they neglect a warning of such unprecedented frankness. — *Barron's*.

Co-education and Marriage

Co-education has done more than anything else to rob marriage of its attractions, by divesting the man of most of his old-time glamor and romance. This early contact with the other sex on a footing of equality, which the majority of girl students more than maintain intellectually, has tended to produce that contempt of the much-vaunted superiority of man that is reserved as a rule for those postnuptial discoveries which make marriage such an interesting venture. The American girl comes to realize only too soon that intellectually and culturally the man is often her inferior. She pursues her interests further than does the man, who very generally subordinates his interest in the fine arts to his one desire to succeed in business or some particular profession.

In this respect the influence of higher education has exactly the opposite effect upon American girls to that of the German or Scandinavian girls. In these countries every movement directed toward giving woman a greater share in communal life has so far contributed toward establishing the idea of the home and the family more firmly than ever. In fact, it may be said without exaggeration that all these efforts toward enlarging woman's life have sprung from one basic idea — the right of every woman to a home and children.

And inasmuch as the general education of the young men of those countries is on a relatively higher plane than here, the higher education of their women has only resulted in bringing the two sexes nearer together, contributing new charms and possibilities of comradeship to the family life. It has made for mutual respect and admiration founded on an intellectual and

spiritual equality in which both find a fertile field of happy co-operation. The girls of those countries look forward with keen anticipation to being mistresses of their own households, and the character of the higher education on the whole is of a kind to make the young women better fitted for marriage. This is probably due to a mixture of practicality and ideality such as we are only now beginning to feel the need of in American colleges and universities. — *Woman's Home Companion*.

Holding on to Youth

Dr. John Adams of the University of London rises to hang a little more crepe on the hopes and aspirations of the human race. "The twenty-fourth birthday," he declares, "is the educational deadline in the life of the average man or woman of today." After this fatal milestone is reached, according to Dr. Adams, it is exceedingly difficult to add any new acquisitions to our intellectual equipment. True, Plato learned Greek at eighty, but he lived a long time ago. The professor firmly believes the majority of us are condemned to journey through life with whatever learning we have succeeded in cornering in the early twenties, which is hard on most of us, to say the least.

The savant even goes further, declaring: "Old fogeyism has begun for a man and old-maidism for a woman of twenty-four. The young person who reaches this age unequipped is seldom able to make good the deficiency." Despite the assertions of biologists that metabolism goes on for quite a period beyond this fatal age, Dr. Adams would have us believe that ossification and mental decay begin to manifest themselves shortly after a birthday cake with twenty-four candles appears on the table.

The learned doctor seems to be somewhat of an alarmist. If no one were capable of acquiring learning after twenty-four, save in exceptional cases, there would be an even larger crop of stupid people than the world boasts of at present. In an age when everyone is frantically clutching onto youth and a skilled surgeon can take a few plaits and tucks in an aged face and make the owner look like a flapper of sixteen, it should be possible for the psychologists to jolt the atrophied intellect of twenty-five into a state of receptivity to new ideas. Most people will decline firmly and impolitely to be designated as old fogeys at twenty-five, especially in a period when public speakers and writers are wont to refer to a man of sixty as middle aged. — *Los Angeles Daily Times*.

Who Is Educated?

It will appear somewhat curious to many people that the element of knowledge is conspicuous by its absence in the list of characteristics of an educated person attributed to Dr. Nicholas Murray Butler, president of Columbia University. The qualifications he cites are correctness and precision in the use of the mother tongue, a refined and gentle manner, sound standards of appreciation of beauty and worth and a character formed on

these standards, the practice and habit of reflection, and efficiency or the power to do things.

Probably not all people will agree with such a list of standards. Some may wish to add to the list. Others may desire to make substitutions or to eliminate one or more of the elements indicated. In any event, it is a summary worth thinking about.

Too many people look on education as a matter of coldly acquiring knowledge or of absorbing information. With them education is a cut-and-dried proposition. They master certain portions of the world's knowledge, but their souls and their characters are impervious to the lessons to be drawn from such information as they come across in their study. After all, education is something more comprehensive than poring over books or getting academic credit for work done or the mere mastering of facts. Anyone who even begins to measure up to President Butler's list of standards will testify to that fact. Most of us fall far short of the perfection there indicated. But as it stands, such a list constitutes a worthy goal for any man or woman to strive after. The world would be a better place in which to live if more of us sought such an education. — *Columbus Dispatch*.

The Women Men Like

There are many noble, sensible, fundamentally charming women who feel themselves thoroughly adapted to be faithful, devoted wives and useful, loving mothers, and who are justly annoyed and puzzled when they see the sort of women that men seem to prefer. It looks almost as if the majority of men liked the shallow, the cheap, the frivolous, the vain, who may amuse for the moment, but who are certain to fail when it comes to all the tests and trials that real home making and happiness making involve.

Yet the charge is only in part true. Men do like to be amused. When they leave the sober work of life and seek social diversion, they naturally seek those who afford such diversion in largest measure. Furthermore, being human, like women, they enjoy those who enjoy them and show it, even when the exhibition is a little too obvious. Moreover, women rarely understand how difficult it is for men to be at ease with them. When the ordinary unmarried man goes into society, he puts on different thoughts, different manners, different habits of moving and speaking and acting. Those habits may be better, as his clothes are; but they are different. He seems thoroughly strange to himself. And he turns naturally to the woman who makes him forget himself, who talks freely and frankly and easily, even if the talk is frivolous and little worth remembering. She may not be the woman whom he should seek, still less the woman whom he would marry, though he often does marry her and regrets it afterwards.

The important thing, however, in this, as in so many other

connections, is that not all men are the same. **Frivolous and idle** and shallow and self-indulgent men like frivolous and idle and shallow and self-indulgent women; and it unfortunately happens that those classes form the most conspicuous elements of general, mixed society everywhere — a circumstance likely to give the thoughtful a false impression. Nevertheless, it remains true always that the woman who is simple, modest, self-respecting, and who does not think too much of what men think, is likely in the end to find a man worthy of her, or if she does not find one, to live a life that is worthy of herself. — *Youth's Companion.*

School Victims

Looking at it from the material side — which is the side from which so many of us do look at our occupations — school-teaching is the most beggarly profession in the United States. No other calling that is presumed to require anything like the same amount of training and ability is so ill-paid. No other calling that is presumed to require a considerable mental discipline and development is held in such low regard or is so little supported by public admiration. No other learned calling except the ministry is pursued under conditions that involve so much humiliation; and the minister's trials with his vestrymen or trustees are somewhat ameliorated by the fact that in very many cases he is free to take an appeal over their heads, whereas the local board of education is generally a supreme court for the teacher. These are not flattering things to say of a nation that has been declaring for a hundred years that its hope lay in public education. But they are true.

Just now the teacher is in an exceptionally unpleasant situation. His or her cost of living has gone ballooning, like everybody else's. But on the whole there has been only a feeble response on the other side of the ledger. The result is a depletion of the profession. Under present conditions especially — when nearly every other field of activity is bidding eagerly for labor of every sort — teaching looks less attractive than ever.

The less attractive it looks, the more inferior the teaching force will become — inevitably. Already, operating the system upon which we say the hope of the nation depends has become, for a portion of those engaged in it, a mere incidental, pin-money stop-gap between graduation and getting married. There is danger of its becoming an accepted notion that upholding the hope of the nation is something any fairly intelligent girl can do between dances. But of course the real victims are not the teachers. The real victims are millions of prospective citizens, particularly in the country, on whom we are palming off a niggardly swindle.

Young Woman, Stay Home!

Sixty thousand women and girls now "run away" from their homes in small towns and on farms (but mostly from small

towns) to go to the big cities. Most of them — over ninety per cent — are traced, or return to their homes ultimately. But last year nearly a thousand disappeared. Nobody knows where they are.

These facts are from the recent annual report of the Travelers' Aid Society of America. The conditions behind these astonishing statistics can be summarized in four words: "home discontent — urban glamor." How to lessen either factor is certainly a problem.

What became of the thousand girls who disappeared entirely? Maybe they trusted night-hawk cab drivers to find them lodgings when they landed in the city. Maybe they answered fraudulent advertisements offering vague positions for young women. Maybe they "got to talking with a man while they were waiting in the station" — there are hundreds of cases of that sort. Then they disappeared.

Nobody, as we have said, knows where they are, but everybody suspects what became of them. Those who are traced are almost always found in poorly paid jobs. They arrive, expecting to find places in the movies or the chorus, and they become waitresses. The number who actually succeed in getting "on the stage" in any capacity, even the smallest, is infinitesimal. They find a harder life and far drearier surroundings than they left at home, and most of those who are able, go back.

It is a gloomy story, repeated over and over. Seeking the bright face of romance, they encounter at the best dullness and ugliness; at the worst, degradation and death. The times demand a feminist parallel to Horace Greeley's famous phrase. Here it is: *Young woman, stay home!* — *Seattle Post-Intelligencer.*

October Flowering

Never did the harvest season quit the fields and hills in more regal purples and crimsons. The flowers of early autumn were tarnished this year — the ironweed really rusted; the goldenrod soon went brown; and even the far-spreading loosestrife, finding the low grounds not wet enough to nourish its old splendor, faded out in mid-August like a violet twilight cloud. September looked worn.

But no drought, no threat of frosts, has dimmed the irrepressible flowering of October. We have never trusted vainly in the asters and the trees. With grain and hay gone, the little New England asters, lavender and white, ran over the meadows, delicate sprays waving in the first gales. The Tyrian fringes and the rich store of gold dust brought by the faithful "purple aster" are as gorgeous along the lanes as ever they have been. With the wine-red plumes of the sumac they are a glory on the slopes, brilliant against the somber cedars. Blue fringes, too, are trembling around the chalice of the gentian, for this is gentian time; and though you may find only russet weeds where this celestial flower grew last year, a little further on you will come upon a new home it has made for itself, the old one being known to the world.

Above the gentians and the asters burns the fantasy of the boughs as the woodland breaks into its second blooming, its futile ecstasy, its mortal bacchanal. They are garlanded in scarlet vines hung with gemlike berries, these mænad trees. They are trimmed with elfin fruits that the last birds gather. The black alder's twigs are set with vermillion; among the long thorns of the haw the tiny apples shine. The orange-colored bittersweet shows its red secret at last, giving life to some perished chestnut. We dwell in a fortunate land — the northern forest in carnival. — *New York Evening Post*.

Object Lessons

There are many boys who, during a certain period of their lives, seem to be obsessed with an ambition to become reckless and daring criminals. Secretly — and some of them with a touch of bravado — they envy the notorious highwaymen of the open country or the gunmen of the great city's underworld. Once they are safely over the period in which this obsession touches them, they have passed a critical phase of their youth, and in later years they can look back with satisfaction and gratitude that they were able to keep on the right track and thus have avoided the evil and dangers into which they might have been led.

Boys who are inclined to look with admiration on any criminal, however brilliant his exploits may seem, should stop to consider the inevitable fate that befalls him sooner or later. Call the roll of any large prison and a multitude of gangsters and gunmen will answer "Here." Look into the mortuary records of New York City, for example. Monk Eastman has been called the "gang leader par excellence." But Monk "got his," in the parlance of the crowd in which he was a hero. Then there was Johnny Spanish. "Johnny," says a New York paper, "was always on the spot when the shooting began; but the spot in which he rests at present is restricted to six feet of earth in God's acre." Big Jack Selig, Lefty Louie — and now in the past few days the "Kid Dropper" — these and many others that could be named, have met a hideous ending to their careers of crime. Many boys are not far seeing; but even the dullest of them ought to be able to see what happens to criminals. — *Deseret News*.

The Family's Finances

How many wives who are living in comfort ever give a serious thought to the uncertainties of the future? As your husband leaves in the morning and turns to wave to you and the children as he drives away or walks to the car, does it ever occur to you that some day he may go out of your life, never to return? What if he should be taken? Would you be prepared to handle the estate he would leave you? Or would you be left in pitiful confusion, the easy prey of smooth-tongued and plausible

speculators, the possible victim of every gold-brick artist who might learn of your husband's decease?

The burden of property weighs cruelly on a woman if she has learned absolutely nothing about business, if she never has become accustomed to doing any banking, if she knows nothing about investment. Many a woman left with an abundance has been reduced to poverty just because during the lifetime of her husband or father she never undertook the handling of any money and never had either a checking or a savings account. Far fewer men would resort to sharp practice in business in order to meet the unreasonable demands of their wives; there would be fewer defaulters and embezzlers spending their best years in penitentiaries; the number of business failures would be reduced appreciably; there would be fewer suits for divorce in the courts, if all women had a practical working knowledge of the value and use of money. There is only one way to get that knowledge, and that is by actually handling funds, however small they may be.

It is no kindness to "protect" a woman from all business experience and responsibility. For the day may come when all that will stand between her and disaster will be a practical knowledge of finance. It is cruel enough for a wife to lose a good husband, and children a good father. It is a tragedy when all that a man has built through years of labor is lost or dissipated because the wife and mother was so "protected" or was so indifferent to money matters that she never learned how to balance an account. — *Daily Oklahoman*.

C. What are the differences in the editorial appeal of *Woman's Hair* (page 288), *The Women Men Like* (page 291), and *Young Woman, Stay Home* (page 292)? What similarity of appeal exists between *Young Woman, Stay Home* and *Object Lessons* (page 294)?

D. Judged from a standpoint of breadth of interest, how good are the following editorials? How wise or unwise were the editors who published them?

Newspapermen's Jobs

The death of those newspapermen who were traveling with the President lends new emphasis to the fact that the newspaperman's life is not freest from hazard. While this accident seems an unnecessary one, the correspondents who travel must take many chances, and whether all may appear to be necessary ones or not, they are none the less chances tending to cut life short. Many a war correspondent and feature writer has been killed while on duty.

As for the newspaperman who stays home, he may not be in such great danger; yet few of them have escaped being shot at or beaten up, or at least repeatedly threatened. Dealing as they do with all sorts of violence — because violence, wrangles,

contests, and "scraps" of all kinds make news — the news writers always are liable to be "stepping on someone's toes." They never go many days without somebody taking exceptions to something that has been written. Sometimes the objectors are unreasonable and insist on being at least vociferous in objecting to what has been published. Be as calm and fair as they will, the news writers who really try to cover all the news have a job far from the kind that would appeal to the man who does not care to take any chances.

The men who travel about as special correspondents usually meet with the more spectacular deaths, if they die on duty; but the percentage of deaths and injuries sustained by other newspapermen is also far from negligible. Not many newspapermen would have the nerve to make real coal miners. They hand it to the miners for being the chaps that tackle the most dangerous jobs. But next to miners and steeple jacks and a few others who face dangers daily, the newspapermen may take their place as among others engaged in dangerous pursuits. — *Daily (Indiana) Clintonian.*

New York Times Special Edition

The Springfield Union extends its congratulations to *The New York Times*, which Sunday, October 7, printed the largest edition in its history, if not the largest regular edition ever published by any newspaper anywhere. It consisted of twelve sections, comprising a total of 192 pages, of which all but twenty-four were full size. The presses turned out 565,000 copies, and the total weight of the paper consumed was 877 tons. *The Times* modestly records the fact that this monster edition, although it did not use that properly descriptive word, carried 862 columns of advertising. Never before has any regular edition of a New York newspaper printed so large a volume of what *The Times* calls "spontaneous advertisements."

The mere publication of a newspaper of such proportions may not be in itself a remarkable achievement in these days of huge presses and marvelous mechanical facilities. Many newspapers not nearly so pretentious as *The Times* might have accomplished that feat. But we doubt whether any other newspaper has ever put into a single issue the wealth of carefully selected news and special features that characterized this particular edition of our New York contemporary. It was a quality product throughout, and it is gratifying to note that advertisers gave abundant evidence that quality appealed to them more than volume of circulation, which they could have obtained in somewhat greater quantity elsewhere. . . .

The Times unquestionably stands today as the foremost exponent of wholesome, intelligent, and enterprising journalism. Its steady growth and the esteem in which it is so universally held should be an object lesson to those newspapers that seem to believe the American people are thirsting for sensationalism and have precious little inclination toward the kind of journalism that maintains a fair sense of proportion. . . .

If *The Times* very frankly makes no appeal to low-brows, it just as studiously avoids class distinction in the other direction. It simply assumes that the vast majority of people are clean minded and quite as capable of judging quality in a newspaper as in anything else.

To mirror life as it is, undoubtedly is one of the functions of the press, but too many newspapers conceive this to mean that they must hold up the seamy side to constant view without ever giving prominence to those things that betoken the advancement of mankind. Merely because a city has a sewerage system gives no occasion for daily describing everything that runs through it. Because the underworld occasionally claims attention is no reason why the world above should be neglected.

— *Springfield (Mass.) Union.*

E. Might the following news story be used in a Seattle paper as the basis of an editorial against cigaret smoking?

SEATTLE. — Two days before the date set for his wedding to Miss Mary Storroke of Ballard, Leon Hudson, 24, boorman of the Carson mill on the Lake Canal near Ballard, fell from the log boom at the plant at one o'clock this morning and was drowned. He purchased the ring for his bride yesterday. The body was recovered from the canal at seven o'clock by the Seattle Harbor Department's launch.

Hudson went on duty as boorman at midnight, to work until eight o'clock this morning. He directed the logs into the chute that carried them into the mill proper. Shortly after one o'clock the movement of the logs halted, forcing the mill crew to suspend work. Several of the crew hastened to the log boom, but were unable to find any sign of Hudson. They found several matches and cigarettes floating among the logs, and it was presumed that Hudson lost his balance while lighting a cigaret.

F. A criticism often made of college fraternities and sororities is that they mould their members according to the particular type of man or woman the individual chapters have. The moulding, it is maintained by critics, is so noticeable that individual students come to be known as Beta or Theta or Sigma types. Might an editorial be written in a college paper where fraternities and sororities exist, condemning Greek letter societies for the leveling effect they have on their members?

G. Comment on the following editorials from a standpoint of editorial influence and policy:

Not Opposed to Churches

The Wattison Herald does not oppose churches. In fact, the editor is of the opinion that the Church used to have a wide

moral influence and should have it yet, and would have, had not three churches been built where there should have been but one. It is clear that church and state should be two separate institutions. There never was, and we believe there never will be, any such thing as pure politics — that is, honest, God-fearing politicians, holding the good of mankind above the paltry dollar. And a commercialized church is just as bad as a wildcat oil well. The lambs of Zion are shorn with worthless stock certificates issued on the treasurer of harp-ridden and gold-paved eternity. The political church sends our little boys and girls to the reform school and showers its begged ducats and bibles and blessings on heathen outlaws — merely fattening them up for a future fight.

New York Court Procedure

It is a trifling thing in a way, but it is worth being made known in New York that something like this has occurred.

A man charged with murder and defended by a Jewish attorney was permitted to inspect the minutes of the grand jury which indicted him. Another man charged with murder and defended by a Jewish attorney was permitted to inspect the minutes of the grand jury which indicted him. A man charged with assault and defended by a Jewish attorney was permitted to inspect the minutes of the grand jury indicting him. A man charged with "impairing the morals of minors" and defended by a Jewish attorney was permitted to inspect the minutes of the grand jury indicting him. A man indicted for writing "poison pen" letters and defended by a Jewish attorney was permitted to inspect the minutes of the jury indicting him.

BUT, William H. Anderson, executive agent for 5,000 churches supporting the Anti-Saloon League, who is not represented by a Jewish attorney, was denied permission to inspect the minutes of the grand jury indicting him. All this in the same term of court and by the same court. — *Dearborn Independent*.

Youngsters, the Church, and the Schools

When a youngster goes wrong in these days, the first thing the church and the schools do is to phone for a policeman. The schoolmaster used to control the youngsters at school; the parents and guardians used to control them before and after school, and the church used to be a place of worship. In these reform days, however, the city school superintendents graduate their athletes in baseball, football, basketball, and whooplala. They fire the weak and small offenders out of school and phone for the village cop to come and discipline some boy or girl who has violated the playground rule or written a class number above the schoolhouse door. At home, there is no one there but the hired girl. Pa is at work and Ma is at the "Alagazan" Club, the "Tutamarusie" tea or "You Tell'm" Society, and the kids at home are "rarin" to go, and do go. Then comes

the church in holy horror and phones the police to come and capture young America, who is an abomination in the sight of the Lord.

The average so-called church has changed from a house of worship to a house of persecution. They have forsaken the kind, loving, forgiving teachings of the Carpenter of Galilee and taken up low, vile, and ultra-partisan politics and carried them into the house of God, stooped to conquer, and in the process lost all prestige with the rising generation. The schoolmaster should control his school, and parents should control the home. The church should reform its own members before it preaches reform school for erring children. Parents should make home the happiest haven a child can find, and every reform school in Christendom should be burned to its foundation and its ashes scattered to heaven's four winds, for no good ever comes of a juvenile penitentiary.

Give the boy and girl who is physically unfitted for baseball, football, and basketball, some other less strenuous game to play and fire no pupil from school because of failure to make a certain grade. To do so is little less than criminal, and often ends a pupil's school days before high school is reached. Don't yell "police" every time a boy slams the gable end of your smokehouse with a baseball. The police are running neither the schools, the church, nor your homes. If you know of someone peddling moonshine or selling cigarettes to minors, go before the judge and swear out a warrant for the offender, and the judge will do the rest. Don't go to church or school and phone the police that fifteen-year-old Johnny Doolittle, whose folks are Presbyterians, is lopping his lip over a *Fatima* fag. — *Guemes (Washington) Beachcomber.*

H. Might the following news items be used as bases for editorials? If so, from what angle would you discuss the subject taken from each?

(1) **LONDON.** — Paper pants are to be the rage this summer. It is announced by members of the International Clothiers' Association that paper unquestionably will be used for making garments this spring. Large orders have already been placed.

(2) **CHICAGO.** — Ninety per cent of the people, literate as well as illiterate, are ignorant of how to read a newspaper, Professor Dix Harwood of Lawrence College, Appleton, Wis., today told the American Association of Teachers of Journalism at its convention here. Professor Harwood recommended that a large proportion of the students in classes of journalism be taught to read news intelligently rather than to write it.

(3) A prophet has announced that within ten years the north pole will move into Siberia, the south pole into the South Pacific Ocean between South America and Australia, and that the equator will pass through the Pacific Northwest.

(4) BOSTON. — An entirely unlooked-for calamity is about to descend over this country and cast a deep, dark gloom over our usually light-hearted optimism and cheerful contentedness. It has been announced from an authoritative source that we are running out of blondes. Every year there are fewer natural blondes in this country, and a good many of the artificial blondes are going back to raven locks, or as near the raven as they can get after being blondes.

(5) LOS ANGELES. — A professor of psychical research at the University of California has evolved a means of photographing thought and has demonstrated it to the satisfaction of one and all. The embarrassing part of the thing is that he can work it on anybody and without a camera. All he does is to hold up a sensitive plate, and if you concentrate sufficiently, your thoughts will appear on the plate all pictured out, truthfully and lifelike.

CHAPTER IX

A. Classify the following editorials according to literary and structural form:

Shop Early

You know this before-Christmas editorial as well as we do. Why should you assist in conferring nervous prostration on some struggling saleswoman — to say nothing of the damage to your own nervous system? You know you should do your Christmas shopping right now. You know why. You can write the editorial as well as we can. Don't write it, but do it.
— *Saturday Evening Post*.

“Object, Matrimony”

The frank avowal of woman suffrage leaders that marriage still is the main object of woman's life confirms biology. Trepidation lest woman should throw off all social restraints with political equality, trample on convention and defy decorum, disturbed the poise of those who oscillate with every breeze of nonsense. The official assurance comforts the race and reinforces nature.

Nothing can halt progress and prosperity, “nor dull the edge of husbandry,” so long as women seek the wedding veil. Vainly business will growl that stenographers marry when office-broke. We will greet callously the school board's plaint that teachers marry, and that school terms are but intervals between girlhood and the altar. Supinely parents must gaze upon their children seizing mates and whirling away into destiny toward homes of their own. The woman hater croaks, and a few pulpitiers point dismally to the divorce statistics. But the glad world chuckles as marriage serenely operates its own laws

of supply and demand, refusing to disapprove the habit of staying married, despite old Dr. Johnson's dictum, "second marriages are the triumph of hope over experience."

We think we legislatively regulate marriage; and we also think we regulate women. Several legislatures have commanded science to invade its sanctuary. The wise men prudently retreated when they discovered a love temple instead of a pest-house. All this frank discussion of marriage is sound public policy. It popularizes romance, disseminates affectionate facts, and manufactures rapture. And it may encourage those bachelors who pay income taxes on three billions to form a working partnership with the spinsters who pay taxes on one and three-quarter billions. — *Leslie's*.

Are You Fifty Per Cent Honest?

It is impossible to say whether dishonesty is increasing or decreasing in the world. In America it seems to be increasing. That may indicate either that the moral tone is lower in all of us, or that American morality is being diluted by an influx of lower morality from outside. The increasing amount of dishonesty may not mean that the man we know is abandoning his principles; it may mean that the community is receiving a larger proportion of dishonest individuals than it ever had before. This latter view is the more comfortable, and yet it would be difficult to maintain. No doubt the community record for honesty is greatly lowered by the influx of aliens of lower standards; but there is also a laxity apparent in our own generation. Where so many dishonest practices are apparent, it is easier for men to create a gray neutral ground to take the place of the strict line between black and white.

The instances here given are taken from the eastern part of the country, a fact which should be borne in mind when drawing conclusions. In a famous eastern educational institution, the professor of psychology wished to make an experiment. He caused the 500-odd students patronizing the college cafeteria to be "short changed" five cents each at luncheon on a certain day. Of the 500-odd men only three failed to return and demand their nickel. On another day, several months later, he caused the 500-odd students to be "overchanged" five cents each. Out of the entire number only fifteen called attention to the error.

An eastern transportation company hires 8,000 men a year to keep 3,000 honest employees. Of the number hired, 5,000 are detected stealing money. The men would probably resent that way of stating their fault. They don't think of themselves as thieves. The gray neutral smudges their strict sense of black and white in morals.

Roger Babson says that when the nation is even fifty per cent honest, it gets along wonderfully well. It is something of a question — Are we fifty per cent honest? And what changes would the strictest honesty require? — *Dearborn Independent*.

And It Doesn't Pay to Advertise

An exchange tells an interesting story of a man by the name of Grouch who was awakened on his Ostermoor by Big Ben. After rising, Mr. Grouch brushed his teeth with Pepsodent, the report says, shaved with Colgate's cream and a Gillette, and washed with Palm Olive soap.

Following his ablutions, Mr. Grouch dressed carefully. He put on B. V. D.'s first, then a pair of Holeproof socks. He fastened the socks with Paris garters and laced up a pair of Regal shoes. Next he slipped into a Manhattan shirt, an Arrow collar, and a suit of Kuppenheimer clothes, and went downstairs to breakfast.

For breakfast Mr. Grouch ate a Sunkist orange, a dish of Cream of Wheat, and some Premium bacon, and drank a cup of George Washington coffee.

Following breakfast, Mr. Grouch put on a Hart, Schaffner and Marx overcoat and a Stetson hat, and jumped into his Buick, stopping on the way downtown to buy a package of Camels.

On reaching his office, Mr. Grouch unlocked the door with a Yale key and sat down at his Standard desk. His first business was dictation of an urgent letter to his stenographer. She took the dictation with an Eversharp pencil and wrote the letter on an Underwood typewriter. The communication was to the local newspaper, canceling all the firm's advertising, because, as Mr. Grouch said, advertising doesn't pay. — *Washington Newspaper*.

Little Songs of Humble Lives

Lord Grey of Fallodon, whose hobby is the study of bird life, said in the course of an address the other day that the spotted fly catcher's song is so small that people think it has none at all. But, viewed on its perch, it can be seen going through a performance, and intent listeners can hear little sounds intended for a song.

There are these "dumb singers" in the human family, too. Like the tiny dust-colored flycatcher, they make life-music which is audible only to the attentive ear. But often they are better worth listening to than the jays and grackles. Anyone can hear a blackbird. Making himself heard appears to be the blackbird's business. — *Toronto Star*.

We Can't Suppress News

People are continually coming to a newspaper office with articles they want published, or to keep something from being published. Usually they know much more than the newspaperman about what should or should not be printed, and their modesty doesn't prevent their telling him about it. Often they take it for granted that all that is necessary to get something in the paper, or to keep something out, is to make known

what they want. Because they subscribe for the paper or carry advertising in it, they feel free to dictate its policy under threat of "stopping the paper" or discontinuing their advertising.

Such people forget that each of them is only one of thousands who are reading the publication, and that the thousands may wish to read the very story the one wants suppressed. They forget that a newspaper owes fair treatment to all its readers, and that it betrays its trust if it "plays favorites," printing news about some people and withholding it about others. When they have done something that does not reflect credit on themselves, they ask the paper to protect their families or friends from publicity they have brought on them, although it is as much the newspaper's duty to print the news as it was the duty of the offender to protect those near to him by doing nothing that would cause them pain or sorrow. He tries to shift responsibility to the paper instead of recognizing his own.

One individual's conduct brings him into contact with prohibition officers. He has read scores of like stories; but when his appears, he cancels his advertising contract. Another has an unfortunate incident at his home that injures someone else and arouses outside interest. He cancels his advertising contract when the news is printed. A third violates a traffic rule, and when the public is told about it, he stops taking the paper, "which is a yellow rag anyhow." None of them considers that no reputable newspaper attempts to sell its circulation or advertising space on anything but merit, that it believes it is giving money's worth, and that the cancellation is doing more damage to the person who loses the space or the paper than to the publication, if he needed it in the first place.

A newspaper must have and follow rules governing the character of the matter it publishes in its news columns. The best rule we know anything about is to print whatever has news value, no matter who is concerned in it, without fear or favor. We aim to print all the news that is fit to print, just as we aim to make our paper worth the subscription price and our advertising worth the space rate. If it's news, we must print it. And we must decide what is news. — *Marietta (Ohio) Times*.

Spring Fever

Every year about this time there comes a natural tendency to let down a bit. Some call it "spring fever"; others, "laziness." Whatever the name, it grips many of us when the spring afternoons begin to lengthen, and the sun, rich with promise of summer, warms the very marrow of our being and invites us to relax and reflect.

Let us not foolishly say, "There is no such thing," and then wonder why we do not seem able to accomplish our tasks with our accustomed dispatch. Let us admit that this spring fever does make its appearance each year, does tend to retard the current of our activity, does furnish a thousand plausible excuses why we should not do what our reason tells us should be

done. But, having admitted the presence of this bugbear, let us decide at once what to do about it.

The person who says, "Oh, it's spring; I can't do any work this afternoon," is simply finding an excuse for his own laziness. A little perverted thinking of this kind and we can find countless reasons why we should cut down on all extra effort entirely and do only enough to enable us, in common parlance, "to get by."

Handle the whole spring situation sanely, and spring fever becomes an asset instead of the worst kind of liability. Get out of doors as much as possible. Capitulate to the urge of the warm sun as much as your work will permit. You will find your work taking on new interest. It will be accomplished more easily and in less time. Lay out your time carefully. Use the early mornings. Make definite plans for the spring and summer work activities. Stick to them. Don't drift. Spring fever will not bother you, and you will be surprised to find yourself swinging into a summer of productive activity instead of wondering how you are ever going to last through until fall.

— *Pace Student.*

A Greeley Incident

In his *History of The New York Times* Elmer Davis recalls an interesting incident in the life of Horace Greeley, editor of *The Tribune*. It seems that Mr. Greeley permitted James Brisbane, father of Arthur Brisbane, to air his opinions on Socialism in Mr. Greeley's newspaper. Brisbane was one of the first to espouse Socialism in the United States. Greeley had no sympathy with his opinions, but gave them publicity. Perhaps it was his idea of free speech — the open forum. Greeley was bitterly attacked for this, other newspapers being practically unanimous in criticising him. At that day what Greeley did was a daring concession to freedom of opinion.

We hear much today of the "kept press." Speakers charge newspapers generally with suppression of all opinions in conflict with their own. Yet conservative newspapers are daily printing the speeches of radicals, and radical newspapers are printing the speeches of conservatives. Probably there never was a time in the history of journalism when the columns of newspapers were so open to the general run of people, and when public comment was so little restricted by the convictions or policy of publishers. We get quite as much criticism now of the freedom which newspapers permit to all classes in the expression of opinion, as we do of lack of that freedom. It is probable that a careful survey of the history of journalism will show that never has speech been so free as it is today. — *Wisconsin State Journal.*

The Vacation Mind

A real vacation, if you can get one, consists of play. Play is the opposite of work. Play is whatever is done for its own sweet sake. If you build a fire to warm yourself or cook a dinner, you

are at work. If you build a bonfire because you like to see sparks redden against the sable background of the night, you are at play. If you dance to improve your waist-line or learn a new step, you are working. If you dance because you "just can't make your feet behave" when the orchestra starts, you are playing. If you go fishing in the true fisherman's spirit, you won't care whether they bite or not.

The vacation mind is a law unto itself. If it enjoys an occupation, it keeps on while the enjoyment lasts, though every fiber of the tired body may be shouting to quit. If it ceases to enjoy an occupation, it stops at once, though it creates consternation all around. If you have forgotten how to play, watch a little child — a child too young to take games with conscientiousness. Watch him, engrossed in some occupation, call out "do it again" until his weary playmates have taken refuge in flight and he is left to continue his exhaustless sport alone. Watch him also stop in the very middle of a tennis game and try to balance the racket on his nose. That strange thing which those who like him call *whim* — that is the inmost essence of the vacation mind. A real vacation is a trip into a fairy land, where the natives never heard of duties or obligations and the only law is "Do what you really like, not what other people like, or what you are supposed to like, or what you try to make yourself believe you like." — Preston Slosson in *The Independent*.

Newspaper Influence

That the influence of the editorial page on public opinion is not as great now as it was in the days of Greeley, Raymond, Bowles, and the elder Bennett is the belief of many representative journalists. To many newspaper readers this admission comes as a surprise because they had been led to believe, from sermons and lectures to which they had listened, that the newspaper editorial was all powerful.

While it is undoubtedly true that people are not influenced by editorials to the degree they were in the sixties and seventies, it is not true that the newspapers, *per se*, are losing their grip on the public mind. What they now do is to crystallize public opinion. They present the facts upon an important subject, honestly and fairly, and leave the reader to draw his own conclusions and form his own opinions.

This change in editorial influence is due to no loss of editorial ability or of public respect. The newspapers of Greeley's day were violently partisan. The editors themselves were professional political leaders who were expected to tell the people what position to take on all party questions and for whom to vote. The public of today, better educated and better informed, refuses to be led around by the nose. It is, however, influenced by the newspapers just as much as it ever was, but in a different way. It is not the editorial but the news article that moves to action. It is the story telling of thousands of children starving in the devastated countries of Europe, or emphasizing the need of a new hospital that opens people's pocketbooks.

An article enumerating a half-dozen or more cases in which the police have been derelict in their duty arouses public indignation and forces the police department to bestir itself and do better work.

The newspapers, except a few blindly partisan ones, now print the news impartially. Democrats and Republicans want to know both sides of a political question. It is no unusual thing, as it was in the old days, for a Republican to vote for a Democrat if he is a better man than the nominee of his own party, or vice versa.

Editorials, however, are still indispensable to a newspaper and probably always will be. Readers want to know the truth of men and measures — the facts, if you please — and are just as keenly alert today as ever for intelligent analysis and interpretation of these basic facts. The whole truth is very likely that the newspaper editorial is today the great teacher — perhaps the greatest educational force at work amongst the people. — *Editor and Publisher.*

B. Classify the editorials on pages 285-295 and 323-325 according to literary and structural form.

C. The following quotations were taken from various publications. Some were printed as news, some as editorials. Which are news and which editorials? Why?

To Settle an Argument

How much money is in the United States? Not one person in a thousand could answer this question offhand. We will give it to you in a form easily remembered. The approximate total today is eight and three-quarter billions of dollars. Distributed in the form of loose change, every man, woman, and child would have nearly eighty dollars each to spend. This only represents the floating supply of money needed to make change! The rest is in the form of fixed wealth, credits, and investments.

Shorthand in Journalism

A very recent bit of journalistic history — shop talk, more accurately — goes far toward contradicting the oft-heard and oft-repeated assertion that, for practical newspaper routine, shorthand is one of the useless arts and that, for efficient, creative newspaper work, it is more often a hindrance than a help. Particularly does it upset the old fallacy that, here in the United States, "no journalists use shorthand."

Many months ago, when the strained relations between Great Britain and Turkey were for a time brought to an end by the pact of Mudania, the world was surprised one day to have presented in the newspapers the text of the agreement. In newspaper circles, particularly in circles that deal with international affairs, it came to be known that securing the text of

that agreement was a journalistic beat of the first order. How it occurred was not known.

Two journalists at Mudania were working together, and were fortunate enough to secure possession, for a few minutes, of a copy of the text. It was for only a few minutes, but long enough for an American journalist, an expert shorthand writer, to take down the words with remarkable speed and accuracy while the other read aloud to him.

Handling an Agitator

The general manager of a Pennsylvania colliery discovered that one of his best underground men had become infected with radical ideas and was stirring up trouble among the other men. The chief sent for him. On his appearance, the chief said, "Jack, I understand you have strong ideas about how the company should be run. Now, you and I can't both run this mine; so one of us has got to go. I guess you are elected." That seemed reasonable to Jack; so the general manager went further, offered to provide him transportation for himself and his household goods wherever he wanted to go. Packers were sent to Jack's house, his furniture placed on a truck, a limousine provided to take him and his family to the station. The general manager and two or three other officials were on hand to see him off.

By the time the train drew in to the station, Jack was so impressed with the square deal he was receiving that he announced his conversion to the company viewpoint and asked to be allowed to return to his job. The request was granted, and today Jack is an important factor in keeping up the morale of the workers in this mine.

There Is No News Tonight

'Tis the night before Christmas, and from the neighboring church the grand hymn, *'Tis the Birthday of the King*, comes up from the rehearsing choir and reaches the office of *The Times* with its sacred melody. There is no news tonight, for the story of the people today began while shepherds watched their flocks by night and the angelic chorus of "Peace on earth, good will to men," made music for the years, and happily for us, both rest tonight beyond the inspiration of man, too pure for the touch of a word and too sacredly sweet for the point of a pen.

There is no news tonight, for 'tis the throbbing of the heart and not the intellectual grandeur of the head on the throne tomorrow. The future is guided by one golden thread which connects life to its loved ones gone before, while the past is linked to a thousand strings which vibrate as the harps flood the soul with melody not new to any single heart, yet unheard by any other.

There is no news tonight, for the din and confusion of the noisy world beyond is lost in the tumult which recollection re-

calls and up which reminiscent thoughts ride to the guarded doors of the heart.

There is no news tonight, for the fancied scenes of the future and of toil and endeavor are clouded by brilliant floods of the past, which pour their light upon the pictured gallery which time has hung upon the sainted walls of memory.

There is no news tonight, for this is the only day in the year when the bugle call of duty is lost in the discordant notes of the tin-horn in the hand of the boy; lost in the labor of love, as the altar is built in our homes and lost in the laughter of joy as he gilds the shrine for the passing of the holy day.

'Tis the mistletoe, the evergreen, and the holly whose banners are hung above the people today; and while the flag of the country floats dearest for such days, there is no news tonight, for '*Tis the Birthday of the King.* — Harvey L. Wilson in *The Richmond Times.*

Pity Poor Noah!

There was trouble enough for everyone on board when a collection of wild animals was shipped from India to the London zoo. As you read the story, based on the diary of the man who had charge of the animals, you cannot help wondering whether Noah suffered like vexations.

During the early part of the voyage the heat was intense. The two tigers were prostrated and had to be revived by a bucketful of water dashed into their faces; and a pig-tailed monkey, a tragopan, and two flycatchers died of heat apoplexy. The third day at sea the captain had a canvas shed erected on the upper bridge for the small birds, for they suffered from the calm. During the night an elephant managed to get at a bag that contained her supply of sugar and looted it.

On the second day out from Colombo the sea began to be rough, and both tigers refused food. The elephant ate very little, refused to lie down, and suffered from a chilly trunk. During the stormy weather, which continued for three days, the cage that contained a civet cat broke, the cat escaped, hid by day and at night helped itself to some of the rarer little birds before it was caught. A gibbon went down to the engine room and burned its foot on a hot plate.

On the way to Marseilles the weather became cold. The elephant caught a chill, but recovered after some big doses of quinine and the application of blankets. Between Marseilles and London the elephant plunged her trunk for half a yard into a pot of white paint. She permitted her keeper to clean some of it off with an oily rag, but would not let him touch the end of her trunk. Accordingly, the keeper oiled her front legs, and she cleaned the tip of her trunk by rubbing it against the oily surface. During the rest of the voyage she behaved well, except for tearing into ribbons two of her blankets and the awning that sheltered her.

"Iron Man" Whiffs Papa Time

Every athlete can find a lesson in the life story of "Iron Man" Joe McGinnity, who yesterday, at the age of fifty, pitched and won a ball game from players young enough to be his sons.

The veteran, who passed years ago from the scenes of major league glory, did not do the way most men do who go into athletic retirement. He always prided himself in physical fitness — always made condition the paramount thing of life. And so, when he faded from the horizon of the big leagues, he never forgot the golden rules of health. He knew he had lived his starriest baseball years; but he likewise knew the real years of life lay before him. Realizing that neglect of health and failure to keep in good condition, not only would shorten his remaining years, but also force him into the risk of illness, "Iron Man" Joe never let a day pass without doing some exercising. And never did he live other than sanely and cleanly — plenty of sleep, plenty of fresh air, and plenty of wholesome food.

Then at fifty, McGinnity came back to the ball fields, pitted his arm and brain against one of the sluggingest teams in the minors — and whipped them. And when the game was over, "Iron Man" Joe was so little fatigued that he could have pitched another nine innings in spectacular fashion. It is a story which reads like romantic fiction. Yet it is one from real life. And likewise it is one that no athlete of today should forget — or fail to heed. — *San Francisco Examiner*.

Officer Nutter Much Discussed

"It's an outrage!" "He carries it too far." "It's ruining business in Montesano!"

The above are remarks that can be heard on the streets of Montesano immediately following any arrest made by Special Traffic Officer Nutter, whose instructions when he took the job were to enforce the new ordinance to the letter.

We venture the statement that Officer Nutter is the most unpopular man in town today. And why? Because he is obeying orders. He gives every man a chance to obey the law — in fact, warns them if he can find them after they park in a forbidden area. And yet he is cordially hated by nearly every automobile driver in Montesano.

We make laws to regulate the traffic. We pay a man to enforce the laws. If he earns his money, he is hated, and if he doesn't earn it, he is fired. Aw, what's the use? — *Montesano (Washington) Vidette*.

CHAPTER X

A. Comment on the excellence or lack of excellence of the following initial paragraphs to editorials. Rewrite such as need revision.

1. The civic benefit of a conspicuous spring music festival that employs a noted symphony orchestra with a coterie of distinguished soloists that has back of it the support of the best citizens, that has the assurance before the first concert is given that the financial ends are met, is an event that has an unmeasured benefit both from an esthetic and publicity standpoint to any community.

2. It has been declared by reputable mathematicians, and nobody has taken the pains to put it to practical test, that all the people in the world could stand on the ice of Lake Champlain and have room to turn around comfortably.

3. No matter whether a man is a bolshevist or a tory, if he has any sense and any feeling at all for living, hoping, suffering men, women, and children — for actual human life, instead of mere theories about it — he will agree that no problem can be bigger than this one: How to insure continuous, efficient operation of industry.

4. Truth is said to be stranger than fiction, and fickle fate said to play peculiar caprices, with all of which Elsie Geib, waitress in the lunch room at the Cosmopolitan studios is now ready to agree. For Elsie has undergone a metamorphosis that has her sister waitresses all a-buzz with excitement. A fairy wand recently touched her checking pad and converted it into a movie makeup box, and her ears have been attuned from "Pie a la mode, Miss?" to "On the set, Miss Geib." For Elsie has crystallized into a real honest-to-goodness movie actress and is now experiencing the thrill of appearing in support of Miss Marion Davies, one of the best known stars.

5. A few days after newspapers printed an article describing the swindling methods of former bucket-shop operators in selling worthless stocks over the telephone, a woman phoned one of the assistant district attorneys in New York and complained that she had lost \$300 through this form of fraud. The district attorney, seeing no hope of a clue that would enable him to catch the swindler, replied:

"Madam, do you ever read the newspapers?"

"No," was the reply. "I never find time."

"Madam," he addressed her again, "the majority of them cost but two cents a copy, and it would be worth your time to read them. You'd learn a lot."

6. Having spent four score of his hundred years warring under the flags of a half-dozen nations, and having lived in the administrations of every president of the United States except four, James (Uncle Jimmie) Bowie died Saturday night, as he had prophesied.

“Some day,” he told his hosts at a dinner given in his honor on the occasion of his hundredth birthday last April, “I am going to die. I may live many years yet; but some day, after I have served my time, my heart is going to stop. Then I will be dead.” Those at the dinner noted he chuckled as he spoke of meeting the Grim Reaper.

“Uncle Jimmy,” as he was known to hundreds of residents of the Beacon Hill District, passed as he said he would. He was found dead in his cabin in a small wooded section off Twelfth Avenue, South.

7. What would baseball fans say if they saw Babe Ruth, home run king, march up to the plate and face the pitcher, keen eyed and alert, ready to smack the ball, yet gripping in his hands, instead of the mighty club with which he has clouted his way to fame, a toothpick? You will have to imagine the scene, for it will never occur.

8. The prison farm, the state roads and stone quarries, in the opinion of many penologists, offer a prospect of human reclamation infinitely superior to passive incarceration, which generally means dry rot, mental and physical. Condemn a man to sit with folded hands in a cell, and there is little hope of restoring him to useful membership in the social order. With measureless time to brood over old crimes or plan the perpetration of new ones, there is confirmed in him the anti-social, Ishmaelite disposition which may enlist him in the ranks of evil beyond redemption.

9. All over the country there are certain business men who grow accustomed to waiting for prosperity to hunt them up, who will tell you how bad business is in this readjustment period. In this city some business men will tell you that business is not what it should be. Just as soon as we all get settled down to work and the bird of hope, with most of its tail feathers pulled out, comes and settles to roost on our ridgepole, a strike breaks out in a new place, shipping is tied up, railroads emit a despairing cry, farmers are all discouraged, bankruptcies increase, dividends are passed — and then we turn over to the financial page of the paper and discover that in spite of hades and high water, stocks refuse to go down.

10. The Mosaic law of the old Hebrews was wise. It established a wise diet for the devout. No orthodox Jew, obeying its laws, would think of taking meat and butter, for instance, at the same meal. They didn’t know anything about protein, carbohydrates, and fats in those days. But they knew enough to eat a balanced diet.

B. Discuss the strength and weaknesses of the initial paragraphs in the editorials on pages 285-295 and 299-306.

C. Point out in the following editorials the specific elements that destroy the confidence of readers in the editorial writers or in the papers publishing the editorials:

The Colors of Dawn

Any enterprise is far more fascinating before we undertake it than after we have tried it. Theories look a deal better on paper than in practice. The things we are going to do are vastly more alluring than the things we are doing or have done. The tints of the sunrise are always deeper, richer, and redder at the first moment when they appear before the sun is visible, and they become pale as the sun rises to the new day.

Why should we be disappointed because realization never seems to equal anticipation? That is nature's law. It is nature's device for luring men on and getting the best quality of courage out of them. No fights would be undertaken if our foresight were no rosier than our hindsight.

To Support Themselves

Most sensible thinking is in the small towns. At Yellow Springs, Ohio, Antioch College plans to become self-supporting by establishing private industries in which students will work during spare time. This beats the begging system. And the graduates will go out into the world self-reliant instead of accustomed to having part of their burden carried by others.

Cures That Fail

Dr. James J. Walsh has prepared an interesting volume on the subject of cures that fail. He brings out two points that it would be well for everyone to keep in mind. One is that anything will cure a patient when nothing is the matter with him; and the other is that the longer a physician practices medicine, the shorter becomes his list of drugs.

The most important conclusion at which the wisdom of the world has arrived is that most of the ills of the world are aggravated by anxiety. Any cure, therefore, that will allay anxiety will do good in the majority of cases.

The reports of a hospital will tell you how many cases failed and how many times the ambulance was backed up to the door to remove the failure. But the reports of the various psychological, theological, and illogical societies and cults only record their successes.

When one is sick, it is a good plan to make use of any means that will relieve anxiety, whether that means by rubbing, bathing, argument, or religion. This will cure nine cases out of ten. If the sickness, however, persists and real organic trouble is discovered, it is a good plan to call in a physician.

Three Times a Disgrace

David Reuslen, who, far beyond any other resident of Wilmot, has spent time and money in beautifying his home, is now being forced to enjoin the city from blotting out his landscape and marine view by building an unsightly bulkhead, breastworks, or fort at the end of the street near his dwelling. The thing is three times a disgrace: first, from an engineering standpoint; second, from the standpoint of city beautification; and third, from the damage wrought to the most beautiful home in Wilmot. Reuslen has accomplished more for industrial Wilmot than any other one man in the city, and he deserves better treatment.

D. Reorganize and rewrite the following editorials, making any changes or additions that will give needed strength:

The Farmer's Wife

Do you want your daughter to marry a farmer?

The Farmer's Wife, a monthly magazine with a circulation of over 750,000, wanted to find out; so the editors announced in the January issue that prize money to the extent of \$500 would be offered for the best sixty-eight answers submitted. The question asked, was, "If you had a daughter of marriageable age, would you, in the light of your own experience, want her to marry a farmer?" At noon, March 1, over 7,000 letters were opened. In answer to the question, ninety-four per cent voted yes, and six per cent no.

If the 7,000 letters received are representative of the industry as a whole, they indicate that farming, after all, is the best profession in the world; for where, pray, is there another line where the parents would advise their daughters to marry men who are to lead the kind of lives they have led?

Some of the replies from those voting "yes" were:

Baby life thrives in the country.

A living for family always sure.

Farmer and wife home and business partners.

Children learn laws of reproduction naturally and cleanly.

Divorce and crime at a minimum.

Children grow up with their life work.

Large per cent of world leaders country bred.

Real neighbors in the country.

If husband dies, wife can go on with business.

Farmer and wife own boss.

Those voting "no" mentioned:

Never made money, but never had the chance.

A farmer cannot support my daughter.

Never a leisure hour.

Husband has to be a farmer and nothing else.

Lack of amusement.

Long working hours.

Farm woman not social equal of city sister.

A life without recompense.

It will be noted that the tone of the two replies differ. Those voting "yes" have their minds centered on their children and the clean life which farming offers them. Those voting "no" still hanker for the cities and the shame therein. They have no business on the farm. Nor do we believe they will be happy in the city.

Crime News in the Press

The impression prevails among many critics of the American press that crime news constitutes the vast bulk of the material appearing in the columns of daily newspapers. It is true that the proportion of this, as of "scandal news," varies in publications of differing character. There are some that especially favor lurid yarns originating in the divorce courts. These newspapers naturally lean toward crime news and "play it big" on every possible occasion. However, the vast majority of American dailies devote a surprisingly small part of their total space to this character of news. Gauged in value by the number of columns devoted to it in three representative New York papers, an investigator has found it stood seventh, being topped by sports, educational information, society items, labor news, business reports, and financial chronicles. In cities of the second class in that state, it held tenth place; in cities of the third class, eleventh place. The three metropolitan dailies devoted only four and a half per cent of their total news space to it; those in cities of the second class, three and a half per cent, and those in cities of the third class, one and three quarters per cent. In every instance, sports topped the list. How many readers realize the great part that sports play in the life of the American people? Our nation has no "single track mind" in this respect. The public is interested in athletic competitions or tests of skill that run the year through. No sooner has one stepped out of the limelight than another steps in.

The business news demanded by the public is amazingly extensive. The amount of news of this character published in the average high-class newspaper is several times the amount of the crime news in any issue. The latter frequently makes "headlines." It is the unusual, the extraordinary, the mysterious happening that excites wonder, speculation, or interest. But, column for column, day in and day out, the amount of space devoted to it is small by comparison with that dedicated to other classes of information.

As a matter of fact, a newspaper which restricted itself solely to the publication of crime news would not last a month in any city in the country. The reading public does not buy the paper solely for that character of news, but, to a far greater extent, for the solid information relative to sports, business, society, finance, education, politics, and the thousand and one other things in which it is interested.

Dignity, Culture, and Comfort

It is impossible to reconcile dignity, intellectual culture, and comfort. Summer students at the University of Chicago appear to believe so, although some of their professors take the opposite view. A practical problem bearing on this point is causing discussion — heated and otherwise — at that institution of learning.

A large proportion are teachers doing graduate work in their chosen fields. The men of this group refuse to go to class without their coats, in spite of the sweltering weather Chicago has enjoyed during the opening days of the annual summer session. The advent of the cool-looking and attractive negligee shirt and the disappearance of the ugly suspenders might have been expected to hasten a change in polite customs and bring a new era in men's etiquette. As one professor says: "When a student is uncomfortable, his mind is on the heat and not on the professor's remarks. I do not believe that abandoning the traditional coat will in any way lessen the dignity of a class."

E. Rewrite the following editorials in half the space taken now by each:

Golf Club Swingers

How many persons are injured, all painfully, and many seriously, by being struck with golf clubs and balls while players have been taking practice swings in the vicinity of the first tee of various golf clubs of the country during the course of a season, is a matter that has never produced any statistics, so far as it has been possible to discover.

Five persons have had such injuries inflicted on them during the current season in or near this city. These cases are all perfectly established. That two of them, at least, were not killed, is due to some providential aid that deflected the club just enough so that the blow from the club head did not carry death-dealing power with it. It was an accident that happened during the recent state open championship that brought this question of indiscriminate swinging of clubs, in practice, close to the first tee, to a head. A local woman was struck just off the initial teeing space as she was hurrying across the space on a mission of obtaining a scorer for one of the open championship pairs that was about to set out on the second day's play. She was struck with the head of the player's driver and felled. The blow struck directly in the center of the forehead. An inch or so to either side, the blow would, in the opinion of surgeons, have proved fatal. As it is, the wound has given the victim a sad disfigurement.

These details are given for the purpose of showing how close to death was this latest victim of the indiscriminate swinging of clubs in practice before a match starts. Now, there is a remedy, and it should be applied before the golfing public is distressed

with the fact of a death occurring from such a blow. The remedy is most simple, and lies in the following: Let the greens committee of every golf club in the land prepare a sign reading, in effect, as follows: "No Practice Swings Except Within the Boundaries of Teeing Grounds."

A footnote might be added, defining the teeing grounds as being that area of the tee confined within the boundaries of a rectangle two club lengths in depth and the distance between the teeing discs in width. This sign of caution would be used, of course, only at No. 1 tee, and possibly at No. 10 tee, where many matches start. For, after the play starts, it is a rare occurrence for a player to take practice swings, before taking his stance, on any tee. Through the fairway, of course, the practice swings are used without any danger of harm to another.

How many times has the average golfer shuddered at the narrow escape from a swinging club, swung in practice, in which the golfer may be the swinger or the person who was in the path of the swing; or again, as he sees some third person escape a swinging club head by a hair's breadth! And, where one person is so struck, hundreds are saved by the narrowest margins.

Also, the swinging of clubs by caddies at all times after they once are assigned to a player should be absolutely prohibited. A prohibitory sign, such as that indicated, for every first and tenth tee of a golf course, would, it is earnestly believed, reduce accidents of the character described to nil, for, of course, no person except the player-up ever preempts the teeing ground.

Regulating Speeders

As commendable as it is to halt speeding, there is such a thing as overdoing it. Undoubtedly, among all the automobile drivers there are some who, each day, in a city the size of Clinton, drive wildly, recklessly or in disregard of the rights and safety of others. These are the ones who ought to be arrested. But, on the other hand, there is not one autoist out of a hundred, if there is one out of a thousand, who does not sometimes get over the technical limits set by laws, ordinances, and regulations.

The fact is, too, that there are so many of these limitations placed against autoists at such figures that those making the regulations do not expect to see them obeyed. One will find, for example, many signs in a trip of several hundred miles, saying, "Legal limit on this bridge six miles an hour," or some other low figure, when hardly one driver in a hundred drives as slowly.

The writer found himself in a line of traffic crossing a bridge not long ago, in an eastern city, where cops stood at either end and directed the traffic. A sign warned against going over four miles an hour. But the whole string of cars was being sent across at about fifteen miles. Had the one observing the sign,

then seeing his speedometer registered fifteen miles, halted and ground along at four miles, the chances are he would have been in a real jam.

Likewise, hundreds of signs are seen calling for traffic to slow down to fifteen miles, when one can observe that all the home folks along the street are going twenty or more. So, by the way, by multitudes of restrictions which are either unreasonable or disregarded, the motorist is taught to expect to be guided primarily by commonsense. He may drive eighteen or twenty miles an hour with a perfectly clear conscience, where he has reason to think maybe there is some regulation calling for only ten or fifteen miles. He feels if he is careful and watchful, if he feels he is actually guarding in a very definite way against endangering anyone's life, he must be willing to take some chances against being picked up on technicalities. Otherwise, he can make no satisfactory progress.

To pick up average, careful, drivers, then, on mere technicalities, certainly is not an especially commendable thing for officials anywhere to indulge in. There are enough drivers who are noticeably careless and who do plainly disregard decent regulations to keep the officers busy. And when they catch them, they ought to be riding on motorcycles or in cars, bearing tested speedometers, if they expect to convict them for speeding. Or, if they have cut-outs open, or cut corners incorrectly or do other flagrant things, the violations ought to be plain and undisputed, so that the culprits themselves and people generally will feel they should be arrested. One who drives across the crowded streets of any average city, where traffic cops are standing, finds them waving sharply to hurry him across, if he gets his speed down to ten or fifteen miles. They want the cars to hustle across at twenty or twenty-five miles, yet want them managed carefully. In this way, modern traffic is handled.

The towns or cities that simply seek to see whom they can grab that get over some limit set at a low figure, do a very questionable thing. But those cities whose officers halt the real speeders, or the chaps who go storming along with cut-outs wide open, are doing a very different thing. They are halting the variety who deserve to be arrested and fined.

Fairview Park set a good example, a few years ago, in doing about the first speed regulating that was effectively done in this vicinity. They went after the real speeders and they got them. But they used commonsense along with their law enforcement and from time to time, the neighbor town to the north has done some of this. The result of proper arresting and fining is good. But commonsense should not be abandoned when the job is undertaken. Clinton can't disregard this fact without suffering from it.

F. The following editorials are good, mediocre, and poor. Discuss the strength and weakness of each.

From a Child's Complaint

Scientific magazines tell how J. D. Dunlap invented the pneumatic rubber tire. His little child, riding in a baby carriage, objected to the bumps of ordinary wheels. So he took rubber tubes, filled them with water, and fastened them to the wheels. Later he got the idea of filling the tubes with air instead of water. From this came the pneumatic tire used on automobiles and bicycles.

Big services to humanity usually result from attempts to make life happier for a near relative or friend of the inventor. Love — service — is the mother of more inventions than necessity or laziness. — *Wilmington Journal*.

Watch the Feeding

Whenever newspapers describe for you the illness of a well-known man, watch the doctors and the methods of feeding. Some of our most learned medical gentlemen allow their patients to die by giving them so-called "nourishment." When a man is desperately ill, food is not "nourishment." A body diseased cannot absorb nourishment. Food under such conditions is apt to be a deadly poison. When a dog is sick, it wanders off, hides away. No dog doctor, to oblige an anxious family, forces food down the sick dog's throat, and so it recovers.

A patient with a temperature above normal, unless absolutely emaciated, lacking strength and tissue to maintain life, should take water and no other "nourishment" until normal temperature is restored. Any man near to normal weight can and should do without any food but water while fighting high temperature. Food interferes with the body's fight against poison. — *Seattle Post-Intelligencer*.

Is the Earth Getting Warmer?

The age of ice is not yet over by any means. Times of glaciation in the past were reigns of unending winter. The autumn snows fell before all those of spring were melted. The ground was covered by a mantle of perpetual ice, or glacier, which often flowed for many hundred miles.

Most of the temperate regions of the earth today are free from ice. The glaciers that once covered half of Europe and America have melted back, leaving only scanty remnants on the mountains and in the far north. The ice age still comes down each winter, but retreats before the summer sun.

To see part of the world as it was a hundred thousand years ago, we must turn to the southern hemisphere on the continent of Antarctica. Antarctica is an island about the size of Australia. It lies just south of South America, in a mean position between the latter, Africa, and Australia. There are high mountains and volcanoes there, as well as abundant geological evidences of a former pleasant climate, all protruding from a shroud of white. Ships find it difficult to approach Antarctica.

As seen from a vessel, the glistening wall rises straight up from the sea, far too dangerous to approach.

The pleistocene was an age of cold. We are not certain that it is over yet. About ninety per cent of the characteristic plants and animals of that era are still alive. We are certain, however, that the earth at present is slowly growing warmer. In many places the old glaciers are still in retreat. Present-day explorers in Antarctica can sail in free seas where the men of a century ago found solid fields of ice.

Fortunes in Fights

When nearly a hundred thousand people will pay fancy prices to see two men get up in a squared circle, maul each other like primitive cave men for three minutes and fifty-seven seconds, and then receive for their work about \$600,000, or at the rate of more than \$2,500 a second, the event assumes an importance much above that of a pugilistic bout. It becomes a subject for economic discussion that has entirely escaped the notice of the newspapers which for weeks devoted considerable of their space to the affair.

One thing is certain, the fight will leave some peculiar impressions on the mind of labor and the farmer, which it will prove difficult to explain away. Labor has had to listen to the argument that wages cannot be increased without inviting another costly period of inflation. The farmer, on the other hand, has been fed with the claims that he is the victim of economic conditions. But when either of them reads how, in one city alone, two men whose only claim to earning a fortune are well developed muscles and the fighting instinct, can exhibit themselves to a \$1,250,000 audience, how can one think of inflation and the other of disordered economic conditions. They can see only that there is plenty of money in the country, of which they are not receiving their share. — *Financial World*.

No Fear of Life

Etna and Vesuvius spit fire and molten lava periodically and threaten whole nearby communities with destruction. Every once in a while towns and hamlets are buried under the hot, consuming flood of liquified stone. Whenever smoke belches from a crater, people living in the neighborhood wither from dread.

Why do people found homes in the shadow of death? There are more pleasant and safer places, places more prosperous. One reason is that they believe danger is remote. Another is that they live where it is easier to settle. Another is that they become used to a locality, in which they intend to tarry only a brief while, and stay there. — *Port Chester (N.Y.) Item*.

The Passing of Courtship

This is an age of quick decisions. Indeed, none of us, even when it comes to the most trivial things (in which we might

indulge in the pleasures of indecision), can afford to dally with time. We must decide instantly and pass on or we are lost.

Thus it happens that courtship, that most beautiful period in the lives of two human beings, has become sadly encroached upon; until, indeed, it is doubtful that there is any of it left. We meet, we love, we telephone for the necessary official, we marry. To linger on old sofas, to swing on rustic gates, to walk in shady lanes, is no longer the lot of man. The lover's quarrel is too great a luxury. It has been trimmed down to practically nothing. The goodby kiss, that former lingering joy, is now a hasty, an abrupt affair of concentrated seconds. Hand-holding is a memory.

Time was when every young man served his apprenticeship at learning to love. His sighs, his awkwardness, his intense bashfulness, all had to be gradually overcome by a series of self-taught steps. Now a few evenings at the movies and the veriest tyro becomes a past-master. He meets the girl, grabs her in approved fashion, and along the lines of the highest efficiency, kisses her passionately, and the whole affair is settled.

Even in these circumstances, however, courtship might be possible after marriage; for there has been no time to get acquainted with one's wife. The great difficulty, however, is that, even after marriage, no one sees one's wife any more. How can anyone court a woman who is always out of sight. — *Shawano County (Wis.) Journal*.

Tired of Unhappiness

“Dear Mother and Father, forgive me for what I am doing. I am so tired of being unhappy.”

That note was found beside the body of Amy Brown, nineteen. How huge the list of suicides would be if all those that get “tired of being unhappy” went out of life instead of struggling through. Few successful men escape a leaning toward suicide at some time. Luckily a majority win the fight on the side of courage. — *Chicago Examiner*.

Catfish

When shipping a tank of fish to city markets from New England, the fishermen always put in a catfish. There is a reason. In the piscatorial domain the catfish is a rampageous disturber of quietude. He hates inaction. He is a born opponent of peace. Never will he be found, fins in pockets, lounging around pools in idleness. Never does he go out merely “for to look and for to see;” but when he goes, he goes to stir things up, and he does it cheerfully and with a vim.

So those inhabitants of the tank who are looking forward to a nice, comfortable journey down to New York have their plans knocked galley west as soon as the catfish is tossed into the tank. That moment “life is real, life is earnest,” and they must be up and moving to escape having their tails trod on. The catfish is there for a purpose — to prevent them from set-

ting down and getting flabby. He fulfils that purpose and at the same time he brings health and good spirits with him.

There lies the value of catfish to the tank and to the world. They are not always the most agreeable people to have around, these human catfish; but they have their place in the scheme of life and are an absolute necessity to the well-being of the public. They don't allow moss to accumulate. And they are pretty good to have in a family, too, so far as that goes.

It was not a catfish who invented the slogan, "Let George do it," but he probably had a fin in "Do it now," and "Get a move on." We all know the catfish type, and in spite of our personal distaste for some of their methods, and the way we prefer "a little more sleep and a little more folding of the arms in slumber," yet they furnish the tonic we need — individually and as a community. — *Seattle Town Crier*.

Be Careful, Girls

No young lady ever lost her hero because her hands happened to be a little calloused or stained from dipping them in dishwater. No girl ever fell down a lot in the estimation of her hero because she stayed at home all afternoon and helped her mother with the work, instead of coming downtown and putting on a parade of eight miles. No girl ever lost her hero because she made life more pleasant for dad and smoothed the wrinkles from his brow and caused him to look forward to the evening at home with pleasure. No girl ever lost her hero because she wasn't adept at using all the latest and most popular slang of the day. There is nothing in slang for a young man to admire, and much less a young lady. If the young lady wishes the company of a worth while fellow she will avoid slang as she would poison. She will shun the girl or the young man who uses the slang of today.

No girl regrets losing a hero who was a common, cheap, tin-horn sport and she had better be a kitchen queen for dad and mother all her life than a broken-hearted drudge of a slave for such a brainless brat a single day. Just because a girl arrives at gray hairs and faded cheeks in single blessedness is no sign she didn't have a chance. More than likely it is because she kept posted in market values and refused to sell her heart and happiness for a mess of pottage. — *Okanogan Commoner* (Enderby, B. C.).

Rag Chewing

Do you talk entertainingly? When you begin speaking, do the others hush up and listen with interest? Ed Howe, Kansas country-town philosopher, thinks the only reason anyone ever listens to other people's talk is because he knows it'll be his turn next.

The art of good conversation is waning in our country, says Dr. Henry Van Dyke, professor of English literature at Princeton. He blames, principally, fast talking.

The early generations in America developed conversation into an art. It was a natural development. To start with, few of them could read fluently or write legibly. In remote communities, in particular, the clergyman did the writing for his flock, keeping the social records. The storekeeper and schoolmaster helped make out the business records and write the occasional letter to relatives and friends back in civilization. With writing and reading difficult, it was natural for the people to concentrate on conversation as an outlet for their craving for self-expression. Conversation became an art, despite its conventional formality.

Then, too, there were no entertainments, such as radio and movies, in those days. Books were scarce, newspapers and magazines few. People didn't have much to do, except talk, in spare time. News and exchange of ideas had to be mostly by the talk route. Small wonder they were able to become conversational artists. The voluble talker is rarely interesting, but he at least can distribute words like the spray from a bug-gun.

As time goes on, conversation in America is doomed steadily to become less and less an art. Speech itself also will steadily drop out of use. This is inevitable because modern means of communication are making it easier to communicate by the eye than by the ear. Where a manager used to open the door and call out into the factory, he now turns to his stenographer or talks a "memo" into the wax-record machine.

Some critics think we write too much, in average life. But they are wrong. We have to write as much as we do (nearly, at least) because we talk less.

Then, too, average mentality is rapidly becoming keener, and fewer words, either printed or spoken, are necessary to convey an idea and make it comprehensible. In days not long past a man would say to his friend: "Did you observe, when we were talking to William, right after I said so-and-so, he did a peculiar thing," etc., etc. Now the man raises one eyebrow and says to his pal: "Did you get that?"

Telepathy — thought transference by a semi-radio route — is coming into general use, crude and limited at present, but the forerunner of something greater to come. — *Frankfort (Ind.) Times*.

E Pluribus Unum

Times have changed again. A few years ago an Eastern college was one thing and a fresh-water college was quite something else. The fresh-water institution resented the invidious distinction implied in the term, but the difference between its plain ways and the airs and graces of its older and richer rival could not be denied. Look at them now. The president of a certain university has just sent a letter to parents, requesting that students be not supplied with automobiles and that those who already have cars at the university be required to take

them home. Princeton? Yes, the president of Princeton took this step a year or two ago; but the president who is taking it this time is head of the University of Missouri, an institution located in the fresh-water country if there is one. He does not stop with automobiles, but goes on to suggest that \$50 for fixed expenses and \$25 additional as a monthly allowance are sufficient funds for an undergraduate.

East may be East and West West in some respects, but when the wild and woolly region of a generation ago begins to worry over student motor cars and extravagant undergraduate allowances, the simple geographical lines which used to make generalization so easy are no longer of much assistance. On the surface, it is the fresh-water college that has triumphed. It has wiped out some of the most conspicuous disparities between itself and the institutions of the effete East. But how has it done this? By becoming like the Eastern institutions whose condescension it once resented and which it affected to despise. In so doing, it has given fresh proof of the thesis that the chief difference between the civilization of the Atlantic Coast and the civilization of the Mississippi Valley is merely the difference between age and youth.

Formerly you couldn't argue in this manner with the free and independent Middle Westerner, who felt that there was something more than mere time separating him from the un-American East and that when Kansas was as old as Massachusetts then was, Kansas would still be what Massachusetts never could be. But the impartial citizen who reads of students with automobiles at the University of Missouri will rejoice in the knowledge that at bottom Boston and Topeka are the same. — *New York Evening Post*.

G. The final sentences in the following editorials, though of unequal merit, have a definite punch in them. Show why.

Why Is a Saloon?

Why does anybody run a saloon nowadays? Is it to sell ginger pop, sweet cider, and cream puffs? Does any sane person of ordinary commonsense believe it is for any other reason than to sell "hooch" and beer with a kick? We should say most emphatically not.

But evidently such a conclusion is not to be safely applied in the case of some finical and overly meticulous judges in our federal courts. They are going to see that every last tiny technical requirement shall be fulfilled before any poison-hooch seller is put out of business. No legal short cuts for them, no siree! To them a corner saloon with swinging doors and a bar may be a court of justice for all they can tell without due cross-examination and microscopic search into the facts. And besides, as one of these learned judges says, why doesn't the United States government take these troublesome cases into the state courts of Pennsylvania anyhow, instead of to those tribunals which we

in our ignorance have always thought were specially created to enforce the federal constitution and the laws of Congress?

Well, so it goes. Every official obstacle placed in the way of law enforcement, under whatever petulant guise, is simply laying up tinder for a flame of popular indignation to ignite at some future day, and when that conflagration comes, let the befudlers beware! They say Justice is blind. Maybe so. But often it seems to be deaf and dumb and paralyzed as well when it comes to dealing with criminals in the whisky business. — *Philadelphia Public Ledger*.

The Capitalistic System

There has been a good deal of complaint at the so-called capitalistic system. This kind of grievance is particularly in evidence among those who love long words and short thoughts.

Former Governor Lowden of Illinois, in his speech the other day at Ilion, on the occasion of the celebration of the fiftieth anniversary of the invention of the typewriter, wanted to know under what other economic system than the capitalistic state has invention ever been encouraged or the rewards of invention safeguarded.

Communistic systems are as old as human history. They have always proved failures, as, for instance, Russia. "Instead of speaking of the capitalistic system," says Mr. Lowden, "it should be called the labor system." Capitalism has its sins, which are many. Communism isn't even peppy enough to sin. — *Albuquerque Herald*.

The Typewriter's Birthday

This is a great anniversary. It is the birthday of the typewriter, created fifty years ago today. Honor Christopher Latham Sholes. His machine, clicking all over the world, did for business and commerce what the steam engine did for transportation. It freed millions of women from slavery and drudgery, giving them a decent living and freedom from grinding drudgery.

Every child should be taught typewriting. The big companies should make strong machines, low in price, for school and home use. Fifty years hence writing by hand will be as much out of date as Tut-ankh-amen hieroglyphics. — Arthur Brisbane in *The Atlanta Georgian*.

Joy Is a State of Mind

The most expensive touring car in the world has just been finished by a British automobile maker for an Indian prince, the Maharaja of Gwalior. The interior of this luxurious car is fourteen feet long. It has two Pullman berths — even a vanishing porcelain bath tub with hot and cold running water. The maharaja will decorate it with jewels.

We'd like the sensation of being an Indian prince and owning

this car. But after the novelty had worn off, maybe we would gladly trade places with the happy family flivver-touring. That may sound like counterfeit philosophy. But think it over. Happiness is in ourselves, not in flashy trappings. Joy is a state of mind. Many a child forsakes its gaudy toys to play with its toes or a basket of potatoes. The Indians traded many square miles of American real estate for a handful of bright glass beads — and were not cheated from their viewpoint. — *Wilmington Journal*.

Crazy in Different Ways

A woman on the way to the sanitarium took from her finger a valuable diamond ring, threw it from the taxicab into the street. It was not found. That made it certain that the unfortunate woman was insane. Another woman or man may work, save, and skimp to get money, then invest the money in a diamond, a little sparkling bit of carbon, and feel perfectly happy, well repaid for all the sacrifices. And we call that person sane. Both are crazy, in different ways. — *Rochester Journal*.

Prohibition in Scotland

When American prohibitionists offered the shopkeepers of Scotland free paper bags with dry propaganda printed thereon, the offer, of course, was accepted. That was Scotch canniness. Then when the anti-prohibitionists proposed to print their propaganda on the other side of the bags, that offer was accepted, too. This probably was Scotch sentiment. At all events, a merry war of propaganda is being carried on by means of the parcels in which the housewife takes home her tea or the good man his bottle. Scotland votes on the dry question next month. It can't be much of an issue in Scotland, however. All the Scotch whisky is being shipped to the United States. — *Philadelphia Public Ledger*.

H. Comment on the strength and weakness of the final sentences of the editorials on pages 285-295 and 300-306.

CHAPTER XI

A. Comment on the worth of the following titles. Change the weak ones in any way that will give greater attractiveness or interest.

1. A Little Lesson 2. America's Greatest Enemy 3. A Mountain of Tooth Powder 4. Archæological Zeal at Michigan	5. Brave? Yes. Wise? Ah! 6. Church Going Presidents 7. Classification
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8. Dictators and Democracy	26. Pianos Wanted For Orphans' Home
9. Elbow Grease vs. Hot Air	27. Political Mismanagement
10. Enforcement	28. Politics as an Aid to Crime
11. Get the Facts — And Vote Accordingly	29. Redheads
12. Get the Home Town Spirit	30. Reformed Dress
13. Getting Rid of the Santa Myth	31. Remove the Billboards
14. "Gone Are the Days"	32. Speed Trapping Women
15. Grandfather's Clothes and Ours	33. Spinning Little Golden Threads
16. Grandmother's Daughters	34. Substitute "Yes" for "Yeah"
17. His Soul Goes Marching On	35. The Flivver Mind
18. How Much Do We Really Know About Santa Claus?	36. The Menace of Measles
19. How to Kill a Child	37. "The Public Be —"
20. Immigration Nostrums and Remedies	38. The Railroads Facing a Familiar Menace
21. Jail for Hazing	39. The Thrifty Days of Pewter
22. Kickers	40. Trouble Makers in the Unions
23. Made Her Husband Talk in His Sleep	41. Unfair Practices
24. Morality a Matter of Geography	42. Vital Issues of Law vs. Technicalities
25. Our Age of Jazz	43. What Is a Piker?
	44. What Makes You Sleep
	45. When the Dew Is on the Corn
	46. Wild Women
	47. Woman's Work

B. Point out the strong and weak features of the titles to the editorials on pages 285-295 and 318-325.

C. What unusual function do the titles to the following editorials perform?

A Tale with a Bad Moral

A pathetic story reaches us from Vienna. About ten years ago a man died, dividing his estate of 50,000 crowns between his two sons. One of them deposited his 25,000 crowns in the savings bank, where it still remains. The other expended his heritage in the purchase of wines. He has just finished drinking these, and has sold the empty bottles for 750,000 crowns! — *Punch*.

Write Your Own Editorial

The War Department is going to put an iron fence around the tomb of the Unknown Soldier at Arlington, to keep at a distance tourists who use the sepulchre as a park bench or foot rest or as a place to scratch matches. — *American Legion Weekly*.

CHAPTERS XII, XIII, AND XIV

A. Classify the following editorials. What was the writer's purpose in each? How logical is each? Point out the strength and weakness of each.

Noted Anniversaries

Among other centennial celebrations scheduled for the present year, note will be taken of the hundredth anniversary of *Home, Sweet Home*. The words of the song were written by John Howard Payne, an American actor. The music was composed by Sir Henry Bishop, an Englishman. It was sung first in an opera called *The Maid of Milan*. But while the opera long since has been forgotten, there appears to be no diminution in the popularity of *Home, Sweet Home*. It has been translated into many languages and is known to every nation that has advanced in music beyond the stage of thumping drums and stamping on the ground.

The centenaries of the present year are associated more with events than with biographies of great men. It is recalled that a hundred years ago the Monroe Doctrine was promulgated. It is the bicentenary of the great English lawyer, Blackstone, and of Joshua Reynolds, the English artist. It is the tercentenary of the settlement of Manhattan Island. — *Seattle Times*.

Our Overworked Presidents

The business of being president of the United States, as it has come to increase during and previous to the war, is too much for the physical endurance, the mental adaptability, and the moral self-possession of any one man, no matter how iron his constitution, how inexhaustible his vitality, and how imperceptible his will. The president has come to be solely responsible for deciding, or at least initiating the decision, of all important questions of American foreign and domestic policy, for executing the decisions and for explaining and defending them to the American people. Neither a Napoleon, a Bismarck, a Roosevelt, nor a Lincoln would be equal to the job. Its performance would require not only more time and energy than any one man could command, but also a greater variety of ability, a larger fund of knowledge, and an incredible combination of stability and flexibility of mind. Any man who attempts to be president, no matter how exuberant his vitality or prodigious his intellectual and moral qualifications, will have to sacrifice the adequacy of some other part. He will either have to follow Mr. Taft's example and intrust too many decisions and acts to associates who may not always be well selected; or if he suffers like Mr. Wilson from a single-track mind and a reluctance to distribute his responsibility, he will find it difficult to deal with more than one question of major im-

portance at a time and will tend to evade or postpone all except immediately necessary decisions. It is only too certain that the American presidency has become an overweighted institution. If it is not modified and its powers and responsibilities distributed, the mechanism of national legislation and administration is certain in the long run to suffer from the necessary incapacity of its chief engineer. — *New Republic*.

Lean Youth and Long Life

People who are under weight until they are thirty, the doctors are telling us now, have more than a fair assurance of long life and are, therefore, supposedly the objects of felicitation and much envy. The doctors do not explain, however, just why this prospect of long life is a thing so greatly to be desired. Years that are merely long have a way of bringing all sorts of things that nobody wants. There is always the chance of their being sorrowful, or unhappy, or tragic, or even drab and dull and wearying. The shorter the years, the better, we say, unless there is something in them.

A full life is the sort to have, if only the thing that fills it be worth having. For those who are pious, only years enough for the uplifted heart and the good deed; for the wicked, time it may be to repent; for the sociable, many meetings; for the staid and sober, a safe abode; for the dreamer, more dreams; for the dawdler (happiest of all), we ask the right to moon and potter about with no timekeeper to mark up the wasted hours; for none of these — for nobody — more length of years. — *Nashville Tennessean*.

Dr. Headland's Wide Boast

There is always trouble when a fighter or speaker takes in too much territory. At the recent convention of the Cambria County Sunday School Convention, Dr. Isaac T. Headland remarked that the world today has nothing worth while that came to it from an unchristian nation. Dr. Headland's exact words were:

The world today has no science, politics, wealth, trade, education, art, or discovery which has come from an unchristian nation. Back of all achievements has been the gospel carried by the missionary to the schools, which made the men who have made the nation.

Well, how about the alphabet? That was a rather important discovery. The alphabet we have today made modern educational progress possible. The Egyptians might have arrived where we are if they had possessed an alphabet that would have enabled them to record their discoveries so that anyone could read. There is not an alphabet in existence that has purely Christian antecedents.

Next to the alphabet in importance, ahead of it perhaps, is the system of numbers we use. Science would still be in its trundle bed if scientists were compelled to do all their figuring with

Latin numerals. Our numerical system was not Christian in its inception. Take the science of mathematics, for mathematics is a science. How about our old friend Euclid and all the wise Arabian mathematicians, some of whom figured so far into infinity that we have hardly caught up with them yet? The science of mathematics is horribly heathen. The truth of the matter is that, when the Moslems were defeated at Chalons, they brought more science into Europe with them than was to be found in all the rest of the earth. And as for Christianity having developed science, there is nothing in that—for the simple reason that much of modern science is largely unchristian in its outlook. — *Johnstown (Pa.) Democrat.*

Where Do All the Stocks Go?

When the market was smashing hard and fast the other day, a newcomer asked his broker a question so frequently queried in Wall Street, viz., "Where do all the stocks go that are sold?"

Of course there is a buyer for every seller, although sometimes the decline has looked as if there were a hundred offerings for every buyer. Furthermore, shorts are not the only buyers and have not been in the recent break. In one office, whose clientele includes some of the biggest men in business, some of the following orders were on the books during the decline of the last five weeks:

Buy 100 Shares Steel Common every half-point down. (This order began operating at $79\frac{1}{2}$ and was to be carried to 60.)

Buy 200 United Fruit every two points down. (Order operative from 108 to 85.)

Buy 100 Steel Common every half-point down, beginning at 79, until 5,000 have been accumulated.

There are dozens of such orders under the market in every big house. One firm bought 15,000 shares in odd lots in Studebaker, Steel, Woolen, and Mexican Petroleum in three weeks. Yet another firm had three big buying orders "at the market" in a single day to execute, including one for 5,000 Steel, another for 3,000 Union Pacific, and the third for 7,000 General Motors. These were new longs.

These are but a few of the orders that absorbed some of the volume of selling during the decline. — *Wall Street Journal.*

The Year 5684

This is Rosh Hashonah, the Jewish New Year, number 5684. Christians call it the year 1923. Other religions and nationalities have other years and other dates, a majority believing that the world is about six thousand years old and ought to end soon. If old Earth told her age, we should learn that many things happened here a thousand million years ago. When it started we don't know.

More interesting than the number of their years is the Jews' power, in comparison to their numbers. There are only fifteen

and a half million Jews on the earth, less than one per cent of the earth's total population. About a million six hundred thousand live in New York City. Three million live in the United States. Consider what has been done in the past, and what is being done today, by that Jewish one per cent of the earth's population. Remove the Jewish establishments from the streets of any great city and what would the streets look like?

In every line of effort, from Spinoza in philosophy to Einstein in astronomical mathematics, the Jews have shone and excelled. They survived persecution such as no race ever endured. They win in prize fighting as they do in music, in garment making as in poetry. Some of their blood was in Columbus, and a great deal of their money was lent to help this country when it was establishing its independence. And nations that have most viciously persecuted the Jews have gone down. — Arthur Brisbane in *The Detroit Times*.

Do You Take This Woman for Your Lawful Wife?

It is a funny thing the way a man picks a wife. First he meets her. Then he "steps her out" a few times and begins to like her. He examines her closely, analyzes her, watches her actions, her personality, her character, her disposition — everything that pertains to her (or at least he thinks he does), and then finally he accepts or discards her; and then she accepts or discards him. Regardless of whether he really understands her at last, he at least tries to understand her. He takes his time. He is careful because he realizes he is signing himself up for life.

How different it is when a man picks his fraternity. No careful thought there. No watchful waiting. No cautious discrimination. It is just like leap year to him. Somebody jumps on him with a proposal of everlasting love and affection. Another puts on the badge, while still another murmurs the fatal words, "Till death us do part." Hurriedly kissing him on both cheeks, they all run off to the next conquest, leaving the bewildered young groom alone, except for the mop or broom which some kind person gave him as a symbol of his new rank.

"Until death us do part." That phrase is applicable almost solely to these two things, both equally important to the young man. With one he is cautious, with the other foolish. But what can the poor fellow do? So long as fraternities have every year a leap year, and no year a sane year, there is no hope. — *University of Washington Daily*.

A Moonshine Romance

The jury, good men and tearful, set Mrs. Mabel Nichols free as the finale to a typical moonshine romance. How touching it was to hear them tell her to go and shoot no more! She had slain a scalawag in that abrupt and impulsive manner so prevalent among sentimental women nowadays. From the dread

ingredients of illicit love, illicit liquor, and illicit thought she compounded murder and gave him the dose to take from the mouth of an illicit pistol. Hers was, indeed, a pitiful story. The jury gulped as one juror and with common difficulty restrained its mutual tears. Mrs. Nichols sought the arms of her discarded husband. The verdict was not guilty.

Now the plain facts of the case were these: Mrs. Nichols lived a sort of bride to 'Ostler Joe' existence in the pleasant village of Ellensburg. Bob Greer was her favorite bootlegger, who called frequently at the Nichols cottage with moonshine for Mr. Nichols. It was the quaint and pretty custom of Bob and Mabel to take a drink or two together. Romance and moonshine, moonshine and romance, these were so intertwined that the fuddled principals could not tell them apart. And Mrs. Nichols fled with the moonshiner, far and far away to the wild Oregon country out from Bend, leaving husband and children to cook their own meals. There was opportunity for an enterprising moonshiner in those parts. Mr. Greer was to find this opportunity, contrive some incidental profit, and die rather unexpectedly and with violence.

The story that the renegade wife told was one to excite pity and challenge belief. She said that the bold moonshiner, fired by his own potations and her personal charms, waved a revolver in her general direction and asked her to flee with him. Greatly fearing for her life, she fled. They passed through city and town, by farmhouse and pedestrian. They encountered hundreds of people. Yet the abducted woman neither dared to attempt escape nor to cry out for succor. In the moonshiner's cabin she was his unwilling companion, though it seems likely that even a moonshiner must sleep now and then. He proposed the exchange of this arrangement for a life of shame in the towns, and the indignant female sent him to his last accounting. It is all very hazy and improbable and far fetched, but pathetic to the verge of pathos.

The truth was, whatever the real story of the flight may have been, that in the cabin was brewed a monstrous hate and repugnance, more villainous than the moonshine they made there. The taking of an occasional drink with an outlaw was approaching its inevitable climax. Both were without respect. Each had worn away the flimsy fabric of infatuation, and each looked upon the other with a natural loathing. For it was a typical moonshine romance, brought into full blossom. And the woman caught up the weapon and, flamed at his drunken taunts, killed the man where he wallowed. You might say that his death was due somewhat to contributory negligence. You might say it was due to moonshine. To both. And yet the thing happened because two people had chosen to live beyond the pale.

There is too much sentiment in the administration of our justice, until our justice has become a thin fluid of milk and water. The moonshiner, of course, was a total loss, alive or dead. But the woman who killed him was not without blame

herself for the singular chain of circumstances that led her to murder. These "poor little woman" incidents are far too fatal and frequent. — *Portland Oregonian*.

Dancing Then and Now

Those who abhor modern dances like to point to old times when dancing in its purity was the poetry of motion. There were the stately minuet and the quadrille in its many varieties, wherein belles and beaux bowed with exceeding grace and held each other only by the hand. They sigh for those times and those dances; and every day or so one reads a new denunciation of syncopated dancing. And many there are who sincerely believe there were never times like these, so lost to modesty.

And yet — well, in the year 1730 a citizen of London, having visited the dancing school of a Mr. Rigadoon, with whom his daughter was taking dancing lessons, felt called upon to write an indignant letter to *The London Spectator* concerning what he saw there. He said:

I was amazed to see my girl handed by, and handing young fellows with so much familiarity; and I could not have thought it was in the child. . . . At last an impudent young dog bid the fiddlers play a dance called "Moll Fately," and after having made two or three capers, ran to his partner, locked his arm in hers, and whisked her round above the ground in such a manner that I, who sat upon one of the lowest benches, saw further above her shoes than I can think fit to acquaint you with. I could no longer endure these enormities; wherefore, just as my girl was going to be made a whirligig, I ran in, seized on the child, and carried her home.

This happened nearly two hundred years ago. And two hundred years hence some writer bent on showing that, after all, his generation is not the worst ever, will point out that way back in the nineteen-twenties folks were complaining about dances known as the camel-walk and the toddle, and deplored the decadence of the times. Our times, if not the best, are not the worst. Externals change; human nature is unchanging. — *Appleton (Wis.) Post-Crescent*.

John M. Siddall

Application of the ideas that have built great circulations for Sunday newspapers to the magazine field was what brought John M. Siddall fame and wealth before he died this week at the height of his career. Underlying the great circulation that came to his *American Magazine* in the last seven years was the same appeal to the dramatic sense and the desire to read about pleasant things that have given the Sunday newspapers of America 20,000,000 circulation in the present century.

Siddall came into the field from newspaper work when people were surfeited with the previous decade's muck-raking and blackjacking of men and institutions which had achieved wealth, and under his hand the pendulum swung far the other way. It has been said that the "success" stories that *The*

American featured every month gave color to the idea held outside our three-mile limit that Americans were concerned only with making money and plenty of it. But it must be admitted that money was not the only credential that Siddall recognized.

Locomotive engineers, as well as grocery men and shoe manufacturers, found their pictures and their views on life well set forth in Siddall's pages, and while money was not the common factor, optimism and cheer were. Magazine readers of the 1910 era might soon have come to believe that every man with more than \$5,000 in the bank was a potential criminal, that the rich man did not even have the chance for Heaven of the camel in the needle's eye. Siddall's idea put the rich man and the man successful in his field of endeavor in terms of the 2,000,000 who read his publication. No matter what they thought who knew the American people only through the pages of *The American Magazine*, it seems apparent that Siddall was nearer the truth and the light in which America wanted to see itself than were the mud slingers of the former era. — *Editor and Publisher*.

Object Lesson in Inflation

Now that they are paying 20,000,000 marks for a loaf of bread in Germany, it is a good time to take stock of what inflated currency means.

Every once in a while some half-baked apostle revives the heresy of having the government make more money in order to have good times.

(1) It means big wages. A laborer can get a billion or so marks a day instead of ten marks. But that fantastic figure is entirely neutralized by the fact that he can get less bread and butter with his billion marks than he could formerly get with his ten marks.

(2) Inflated money has meant the disappearance of the middle class. Nobody is left in Germany but millionaires and paupers.

(3) Inflation has made a revolutionist out of the worker.

(4) Inflation has changed a nation of sober people into a nation of wastrels. Why save money when the 10,000 marks you lay up this year will not be worth ten cents next year?

(5) The end of inflated money is always the destruction of civilization and the reduction of human society to the barbarian basis of barter. Business, properly so-called, ceases, and men become savages fighting over a bone. — *Boston American*.

Then and Now

The other day, in the course of the trial of a man for murder of his wife in Bregenz, Austria, the accused made this statement: "May Almighty God punish me with instant death if I am guilty!" Immediately after uttering these words he swooned in the court room and died before the doctors could come to his aid. His statement was made during a heated

cross-examination, during which the accused showed great excitement. The doctors said that heart disease caused his death.

In a former age this incident would have strengthened the belief of many people in the miraculous interference with natural law by the Deity. In this age we conclude that the man met his death by overexcitement of his heart. The world believes in God as much as it ever did. But we believe in a God who works according to law, not in a God who indulges in whims in petulant anger. — *Rochester Journal*.

September Haze

More than any other month, September presents the phenomenon of dual personality. She has two utterly different temperaments, and both are characteristic. First, and perhaps best, is the brisk, clear September. It is a time of energy and ambition. One may start for a little ramble and keep on walking all day. Barometric high pressure brings high animal spirits. This is a September temperament which savors somewhat of October, but October's chromatic joyousness is lacking. It is rather summer grown ripe and well flavored.

Some night the brisk September passes, and there comes with the morning a lazy, drooping, lavender September. All the brightness is gone from the sky. Either it is half-veiled with thin wispy clouds, or it merely fades to a remote, undefined, weary hue which is no more than the ghost of heaven's true blue. The sun is tired. Its light comes drowsily. It comes to a drowsy, languid world. But heavy contentment rather than melancholy is the spirit of this phase. One does not care to walk too far. There is no temptation to frisk. To lie still and almost thoughtless, to listen subconsciously to the grasshoppers and cicadas or to the subdued monotone of an indolent brook, this is enough. It is a blessing to be idle physically and mentally.

To doze away a bright, brisk September day would be a crime, but to yield to the somniferous influence of the hazy, lazy September is but natural obedience. It is the haze that visibly makes the day. Fundamentally it is the cyclonic twist that has driven the brightness and the liveliness on toward the Gulf of St. Lawrence. But no one thinks of fundamentals when he yields himself to the obvious. The haze is the one great obvious presence, the unique influence. There is no distance. The far away is blotted out. The earth is snug and friendly. The haze brings everything close or shuts it out wholly. It is a soft, silky blessing. Its tapestry is too thin to touch, but substantial enough to transfigure and beautify the solid realities. All the world is dreamy. This is September's most characteristic personality. — *Cleveland Plain Dealer*.

Frick's Fortune

Henry Clay Frick, the Pittsburgh steel magnate, started life a poor man. When he died, he left an estate out of which the

government and the various states in which his wealth was accumulated, have extracted in the neighborhood of \$10,000,000 as their share. Taxes the Frick estate so far has paid probably are the largest on record. The inheritance tax is an indirect method of permitting the entire nation to share in the wealth individual ability and genius acquires, for the money thus collected is devoted to public purpose. It is a just tax, as the state which provides the opportunity to beget riches should be rewarded in some measure for it. The rich do not feel the levy for their heirs have plenty left to keep a dozen packs of wolves from their doors with the money remaining to them. Frick made about \$150,000,000 out of steel and coke. He saw with the eyes of a prophet how the Bessemer process of steel making would revolutionize industry and staked his future on this infant business. His foresight also indicated to him how much coke would be required, and with a daring unusual in his period, bought coke lands cheap and held them until each dollar invested grew into thousands. For every dollar Frick made, the circle within his influence earned ten, through the increase of opportunities for labor and enhancement of property values dependent on his industries. The main trouble is that wealth is not fully appreciated for what it does for others. — *Financial World*.

B. Rewrite the following editorials, playing up the human interest features more effectively:

The Waffle Pilgrims

A group of college students were called before a faculty committee to make clear why they stayed out so late at night. They explained that they had been down to a well-known resort after waffles. "Nothing serious," says the committee, "will be done in a disciplinary way."

We hope not. The waffle pilgrim is not a sinner. He or she is a person of taste and judgment, urged on by an uncontrollable appetite. The waffle, properly mixed, properly browned, and suitably decorated with maple syrup, is the *ne plus ultra* of the palate, the dramatic tenor of the gastronomic stage. An education that included no knowledge of waffles would be absurd. The waffle is a combination of science, art, and philosophy, and that the students of any college should be allured by it is merely another evidence of that breadth of culture which has always been associated with college life.

The Case of Frank Schweighofer

Mrs. Frank Schweighofer, a widow who operated a little truck farm in Wisconsin, died the other day, and her passing brought to light the fact that her son had been a voluntary prisoner on his mother's farm for the past five years, venturing out at night, in woman's dress, to perform the chores that he dared not attempt during the day for fear of detection. The

reason for his concealment was the fact that several years ago a European war was on and Frank did not want to go to it.

He did not want to go, according to press accounts, because he did not want to leave his mother, and because he was afraid he would have to bear arms against the country of his birth. One could easily picture far unworthier motives. A desire to abide by the maternal hearthstone is a selfish desire in the face of an emergency that might conceivably blow that hearthstone sky-high; but it is far from being so despicable as pure physical cowardice, and compared to any profiteer young Schweighofer is a hero.

Schweighofer's weakness — a weakness which has brought him five years of physical and spiritual distress — was his lack of confidence in the country of his adoption. Had he gone half way by responding to the draft call, a militarized but still not unkindly disposed Uncle Sam would have gone the other half. No young Wisconsin farm boy born in Germany with a name like Schweighofer was going to be put into a shock-troop outfit and rushed to the trenches, anyway. And if Schweighofer had stated his case frankly he would instantly have been assigned to a noncombatant arm, just as was done with the more conscientious of conscientious objectors — men who opposed the shedding of blood but who still saw an opportunity for humanitarian service right in the uniformed ranks.

Young Frank Schweighofer constructed in his mind a bogey a thousand times more hideous than the actuality he feared. The sufferings he endured as a consequence were also many times more painful, and lasted probably three or four times as long, as any military service he might have been called on to perform. This is not a page of tabloid sermons; but it seems as if there must be a moral somewhere in the story of Frank Schweighofer, be it in war or in peace.

C. Do the following editorials include all the facts necessary to a sound conclusion in each case? What are the weaknesses of the two editorials? Write editorials controverting the arguments in each.

The Sins of College Cubs

The average cub reporter, fresh from the journalistic school, should know a great deal that he doesn't. The trouble, it seems, is that he hasn't been taught. Perhaps he hasn't listened.

The young reporter, plunging into the chaos of earning his living, nine times out of ten is assigned to a police beat. If he works for an afternoon paper, he should first know his deadlines; he should be acquainted with the use of his telephone, and he should be able to judge in a small way the value of news. He doesn't bother with these things until he has been beaten a half-dozen times.

Let us consider the first item. The rewrite man is crowded

to the limit about ten minutes before the edition goes over. He hasn't any time to play around. A cub calls up and bothers him with a lot of foolish detail when about thirty words would give the rewrite man time to write a stick or two.

In the second place, most of the youngsters migrating from the stately halls of education to the drab inside of a newspaper local room think they will start in to hammer out their own copy. They are under the impression that a college education is a short cut to a by-line. The first time a new reporter gets hold of a telephone, he looks at the transmitter and forgets his name. The deadline is usually close by. When he finally pulls his scattered thoughts together, the story comes out backwards and upside down. The lead is hidden deep in a mass of irrelevant details. His voice is not tuned to the receiver, and his story, to the rewrite man, sounds like a lot of mixed signals. The reporter should have been given a six months' course in talking over the telephone.

Many youngsters have the idea that if a police hearing lasts two hours, it is good for the front page. They fail to realize that a group of men could stand by chatting for a few hours and might offer nothing of news value. The majority of court cases are that way. Furthermore, the cub fails to realize, often, that time takes the edge off a story. A rewrite man in New York tells a story that illustrates.

"I remember once, when I was on the rewrite desk in Chicago," he says, "a lad new to the business called me on a deadline. He talked for fifteen minutes. 'There's no news in that,' I told him after he had finished. 'What makes you think that it's worth anything?'

"'Well,' was his reply, 'the newspapers played it for headlines two weeks ago.'

"I explained to him, in no uncertain terms the wherefore of his folly. He had repeated a tale a fortnight old and expected to have his paper reprint it on the strength of a municipal court hearing."

Let the schools of journalism prosper. One hopes the youngsters in the profession will absorb idealism. A higher standard in the profession would be welcome at any time. But, regardless of ideals, one cannot help but think that if the teachers would look less often at the stars while guiding the destiny of their embryo journalists, the graduates would fall less often into the ditch when they faced the hard cruel world of newspaperdom.

License Journalists

Recently at a meeting held in Chicago it was suggested that those who expect to engage in journalism — newspaper work — be examined and licensed, as is the case with doctors, lawyers, and other professions. The suggestion for this was made by Justin Miller, professor in the College of Law of Minnesota University, at the meeting of the American Association of Teachers of Journalism. Mr. Miller is not a newspaperman, it

would seem, but he is advocating what has been brought to pass in other professions. The lawyer must pass a certain standard before he may be admitted to the practice of law; the physician must be a graduate of some medical college; the minister must be regularly ordained and licensed — and all these “musts” have been made compulsory by law. Now some of these other professions would subject the newspapermen to similar examinations.

While other professions have been more or less standardized, that of the newspaperman has not. Newspapers demand from their reporters and news writers the truth — facts. Many of the graduates from the schools of journalism entering into the newspaper work practically have to undergo a new education ere they produce work that is satisfactory to the management of the newspapers upon which they are employed. And what particular good would it do to license a news writer to tell the truth — he could do it without any such sanction. It might be, of course, that in the licensing of a news writer that an oath be imposed upon him to tell the truth; but that would be a superfluous obligation, as that is one of the fundamental demands of newspaper work — it's a part of the ethics of the game.

And when it comes to writing, there are college presidents, high school superintendents, educators, ministers, and college and university men who cannot write articles for publication which are fit to be turned over to the compositors to be put into type until they are first edited, and often at that by men whose sole education, practically, has been obtained in the newspaper office. That may seem an exaggerated statement, but all that one has to do to prove it is to ask some experienced newspaperman in regard to the truth or falsity of it. The answer will be surprising.

Some of the best trained writers never completed high school, and the hundreds of newspapermen throughout the nation who are writing better editorials than many of the highly salaried writers on the metropolitan dailies, never had a college education. And all the education in the schools of journalism will not make a newspaperman of the pupil unless he is peculiarly qualified for the work. They may absorb a lot of the theory of the work, learn the essentials, but it will require a lot of practical work to make newspapermen out of them.

Young men who have graduated from schools of journalism have had, to their sorrow, to unlearn much that they had been taught; their instructors had taught them theories, but as to the practical work, they knew but little. Newspapermen have a peculiar sense not possessed by the average people; they know news, can sense it when the man to whom this sense is not given does not know anything unusual is transpiring.

Then the question might arise as to the freedom of the press — would such an examination curtail or place restrictions upon the press? Would it tend toward the suppression of news; create a censorship or call into existence a ban upon certain kinds of

news? Would it tend to raise or lower the standards of newspaper work? These are questions the newspaperman may ask himself; but if such examinations with subsequent licensing of newspapermen ever comes about, newspapermen themselves will be responsible for it; it will be because they have advocated such a step.

CHAPTER XV

A. How strong or weak are the following paragraphs? In what does the strength of each lie? What is the basis of appeal of each?

1. Everlasting peace will come soon after cannon fodder learns to request war lords to chase themselves. — *La Grange (Georgia) Reporter*.

2. There are 13,002,427 registered motor cars in the United States, according to Washington statistics; so you can figure out what your own chance of finding a parking space is. — *Detroit Free Press*.

3. Just before you take a drink of bootlegger booze, buy a package of lead pencils, and then, if you go blind, you can start in business right away. — *Barron's*.

4. Nahum is said to have written his prophecies 2,635 years ago, but he must have had today in mind when he wrote: "The chariots shall rage in the streets, they shall jostle one against the other in the broad ways: they shall seem like torches, they shall run like the lightnings." — *Forecast*.

5. At the colleges kiss-stealing now is known as petting larceny. — *New York World*.

6. What many automobiles need is not four-wheel brakes, but foresighted drivers. — *Omaha Bee*.

7. All men are born free and equal, but some of them grow up and get married. — *Nashville Tennessean*.

8. When Cupid hits his mark, he generally Mrs. it. — *Green Gander*.

9. Tact is not insincerity. Tact is the self-control that leads the gentle-minded to have respect for time, place, and the feelings of others. Tactful persons are usually the kindest. — *Grandview (Washington) Herald*.

10. Israel Zangwill seems to imply that we ought to go back to the old-fashioned razor. He should ask the man who hones one. — *Life*.

11. American women spend \$70,000,000 on cosmetics and perfumery in a year. Which shows what a few scents here and there amount to in the aggregate. — *Louisville Courier-Journal*.
12. Might not Uncle Sam refer to Europe as his debtor half? — *Wall Street Journal*.
13. For the next sixty years the American flag is going to look to us like the \$tars and \$tripes. — *London Opinion*.
14. Among the things we don't understand is how a mosquito can get along without any sleep. — *New York World*.
15. German monarchists are calling for a new Bismarck — the old mark is no longer doing the Biz. — *Norfolk Virginian-Pilot*.
16. Headline says: "Jury Gives Nurse \$20,000 for a Kiss." Well, it is worth that to kiss some juries we've seen. — *New York American*.
17. Turks, who are urged by the Allies to economize, will perhaps save a few Armenians for a rainy day. — *Wall Street Journal*.
18. Honesty in politics, tolerance in religion, patience and fidelity in industry, full measure in business, would prove as successful as they ever did if given half a chance. — *Houston Post*.
19. It seems that European diplomacy is a poker game played with chips on the shoulder. — *Washington Post*.
20. Doctors report a steady increase in baldness, due probably to the fact that hair tonic is not being put to its intended use. — *Indianapolis Star*.
21. The dollar wheat that they're talking about must be buck-wheat. — *Life*.
22. Trying to do business without advertising is like a man winking at a girl in the dark. — *Okanagan Commoner* (End-erby, B. C.).
23. You can't expect a living wage if you are a dead 'one. — *Dayton News*.
24. Why do they call it a shipment when it goes in a car and a cargo when it goes in a ship? — *Atlanta Constitution*.

B. Discuss the following editorial paragraphs from a stand-point of possible adverse opinion or criticism by readers of papers printing the paragraphs:

1. Santa Claus is the only man who pays any attention to silk stockings when there is nothing in them.
2. They now operate on the head to improve a boy's disposition. They used to operate in the opposite direction.
3. The English language contains nearly 500,000 words, one of the most useful of which is "bunk."
4. A dispatch says there is an almost extinct tribe in Ceylon, known as the Veddas, and none of them has ever been known to laugh. Presumably they are all married people.
5. The next best thing to single blessedness is divorce.
6. The first woman was named Eve, probably because her arrival brought an end to Adam's perfect day.

CHAPTER XVI

A. Following are all the titles of editorials printed in different papers on a single day. Discuss the breadth of interest evidenced in the editorial columns of each paper on those days.

Springfield Republican

Lloyd George

Praising the former premier, the occasion of the editorial being a reception given him the preceding day in New York City.

A Blow at the "Rembrandt Tradition"

Discussing a sensational statement by Professor John C. Van Dyke that only about thirty-five of the approximately 800 generally accepted Rembrandt paintings in existence can be indorsed as genuine Rembrandts.

The Russo-Finnish Dispute

Discussing the Russo-Finnish controversy occasioned by the assassination of members of a Russian commission engaged in surveying a frontier boundary line.

Where the Budget Comes In

Discussing the restoration of pneumatic mail tube service in Philadelphia, but not in Boston.

Boston Evening Transcript

A Chicago Error

Discussing an error in a program for a dinner given in Chi-

cago to Major General Harry C. Hale, the error being taken as a slur on a New England army officer.

The Triumph of the Navy That Flies

Exultation over a new world record made by the United States Naval Air Service.

A Lesson in Fire Prevention

Occasioned by the burning of Harlakenden House, the residence of Mr. Winston Churchill, at Cornish, N. H., on the eve of Fire Prevention Week.

American Troops in Europe

Opposing an alliance, offensive and defensive, with any European powers.

At the Wheel in Massachusetts

Discussing the need of motor-law enforcement in Massachusetts.

Repudiating in Quintillions

Discussing the worthlessness of German marks.

Vancouver (B. C.) Daily Province

The Farmer Prince

Discussing a visit of the Prince of Wales to his Canadian ranch.

Churchill's Sea Story

Discussing the newly published war reminiscences of Mr. Winston Churchill, former first lord of the admiralty.

Empire or Commonwealth?

Opposing a suggestion that the British Empire be called a commonwealth rather than an empire.

A National Port

Discussing the need of the Port of Vancouver for increased grain accommodations.

Kansas City Star

Government Is Enjoying Good Times, Anyway

Discussing the large number of civil employes on the payroll of the federal government, the occasion of the editorial being a new report by the Civil Service Commission.

Germany Tried an Old Kansas Idea

A discussion of inflation of the currency in Germany and of efforts at inflation in America, one of the former American leaders having been a Kansan.

What Is Kansas City's Limit?

Inquiry into Kansas City's limits as a convention city, the occasion of the editorial being a phenomenal number of nationally prominent gatherings in the city at that time.

B. You are the editor and chief owner of a weekly newspaper capitalized at \$20,000 in a town of 2,500. Your share of the stock is \$12,000. The remainder is owned by a man living outside the city. The paper has notes at the local bank for \$3,500.

The city council sells privately to a large bond company \$60,000 worth of paving bonds on a seven per cent yield basis, at a time when other bonds of the city, of like grade and nature, are on a six per cent basis. The councilman who engineered the deal is head of one of the local motor companies and chairman of the board of directors at the bank where your paper owes its money. He also is one of your heaviest advertisers. While investigating with a view to condemning the sale of the bonds, you are informed by the councilman that if you oppose the action or mention him editorially in any way, he will withdraw all his advertising. What will be your policy as editor of the paper?

C. If you had been the editor of the papers to which the following letters were directed, would you have published any or all of the letters? If so, would you have commented editorially on any of the communications? ¹

1. Sir: Twice very recently statements have appeared in *The Herald* upon the new library building, one of them purporting to be an interview given out by me, while, in fact, I never even heard of it until I found it in print. As to fact, much of it was not true; the alleged facts were wholly inconsistent and much of it extremely absurd. The later item when read by persons here or elsewhere who know library matters will make us appear silly. Now, I don't want to monopolize any portion of your business; but for the reputation of the city, not myself, I wish you could let me see and O. K. any comment concerning the Library that is to appear as news in *The Herald*. I shall be glad to help you in any way I can; but I do not like to have sent out such absurd statements as have been published this week.

2. Sir: My attention has been called to an article in *The Herald* of January 5, referring to some rumors as to the contemplated sale of the Allerto Motor Company. On my own behalf and on behalf of my brother, Warren, who is absent in Iowa, I wish to set these ridiculous rumors at rest. They are ridiculous for the simple reason that the terms of my father's will render impossible the sale of any shares of the stock. Furthermore, I may add that even if it were possible to sell out, neither my brother nor I would entertain the idea for a minute.

3. Sir: If it is true that when you publish an editorial you undertake to present an opinion based on facts, then I claim that the job of writing an editorial should be taken seriously. Your comment on the sale of the West Machine Corporation is only half correct. The first two paragraphs probably are true. I believe there is not a single statement of fact or an opinion based

¹ All names and addresses in the letters have been changed.

on those statements which is either proper, fair, or justifiable in a newspaper that has hitherto earned very liberal respect. President West did not decry the present move for more paved streets if your story on page 1 is true. You have not inquired about banking conditions in this city, and therefore you probably do not know anything about them. I do not know wherein your editorial is designed to be helpful to anyone.

D. The following editorials contain weaknesses and dangers that the editors should have considered carefully before permitting publication. Discuss them from a standpoint of reader confidence, possibility of libel, and general editorial policy.

Narrow Minded?

The editor of *The Johnson City Gazette* accuses *The Herald* editor of being narrow minded because we cannot see the great prosperity which Republican piffle-peddlers tell us is sweeping over the country. He tries to tell his readers that the only hard times the country is undergoing are the local depressions caused by dry weather and crop failures. If this be true, how does it happen that there were more business failures in one year of the present Republican administration than in the entire time of the so-called Cleveland panic? How does it happen that in the Wauree Valley, where the farmers are not affected by lack of rain, the fruit growers are in no better condition than the wheat growers of the dry-farming sections? How does it happen that a pool of Wauree apples sold around fifty cents a box? How came it that a number of failures occurred in irrigated sections where the weather is not a factor in crop production? Admitting that Dougman County is suffering from lack of moisture and that many farmers have been forced to quit, why have a million people been forced off the farms in other parts of the country where crops were good? Admitting for the sake of argument that it was short crops that caused a drug store in Wauree to be sold by the sheriff, why did the same thing happen to a drug store in Johnson City where *The Gazette* editor writes those editorials telling the people there is no financial distress anywhere except in the localities where crops have been short? We are willing to admit that Haskins Valley towns are not affected by the hard times as much as other sections, but the reasons are purely local. Neither Dougman County nor Haskins Valley can be cited as fair examples of general conditions. This paper does not base its statements on conditions in Dougman County nor get its information from *The Norwich Review*. The reports of the federal Department of Agriculture and the Department of Commerce, the business letters sent out by the Federal Reserve Bank, and the large city banks give figures on the selling price of the farmer's products and the cost of the articles he has to buy. These figures are plain enough for anyone to understand — anyone except a Republican editor at Johnson City.

A Chat with Our Readers

Readers of *The Post-Intelligencer* have been told in first-page announcements this week that their newspaper has taken first place over its daily and Sunday competitor. Inasmuch as those who take *The Post-Intelligencer* are joined with those who mold the paper in a daily bond of mutual interest, it is only proper that all should be informed of the progress, a record unsurpassed by any newspaper in the Northwest.

It will interest all readers to know that their newspaper now has the greatest home circulation in Seattle by many thousands — the greatest ever shown by any Seattle newspaper at any time. In total circulation the paper has gone from a position of 19,156 daily and 32,269 Sunday less than its competitor to 7,967 daily and 54,663 Sunday ahead of this competitor. These figures are the sworn government statements of averages for the last six months.

With the loyal support of its readers for a newspaper that is interesting and complete, giving all of the news without favor, fair and independent, success is always assured. *The Post-Intelligencer* is a part of the daily life in Seattle and the Northwest. It believes in honest, consistent service to the community, and its rapid gains in readers is a logical result. In the "Forward March" of the Northwest *The Post-Intelligencer* will hold the pace of a community assured of greatness.

Suttee in India

The report of a new case of suttee in India will send a shiver down many an American spine. In this country there is not much sympathy with the idea that a widow should destroy herself on her husband's funeral pyre; and yet it seems to us that the moral equivalent of this practice is pretty generally countenanced, and even cherished and glorified. We may be wrong, but let our readers ask themselves how many promising girls they have known for a while, then lost sight of, and finally rediscovered in a state of wifehood which amounts to intellectual extinction. We are not talking about enforced subordination, for there is far less of that than there used to be. We are thinking rather of the easy, lazy, lackadaisical surrender which submerges in a single association those interesting qualities of independence and individuality which an accomplished *cocotte* may easily preserve to the end of her career.

Stewed Worms

The sorest tribulation that could come to a man was always supposed to be a nagging wife. She could take the edge off of every joy, blight every waking moment, and render sleep impossible with her vituperative comments on life in general and her husband in particular. But just as every cloud has a silver lining, so has the feminine nagger proved a boon to her formerly unfortunate spouse. If the courts of other cities follow the ex-

ample set in Chicago, there should be a positive stampede of men leading damsels of peevish disposition to the altar. For in the Windy City the possession of a grouchy, nagging, or grumpy wife is a legitimate excuse for imbibing moonshine, and no punishment is meted out to the offender.

Howard Bates of Ashland Avenue stood before Judge Frank Sullivan with bowed head. Things looked black for the luckless Bates as his wife recited a grim tale of his evil conduct. "He's been on a spree for three solid weeks," averred the outraged lady. And then the worm turned, and the culprit told in pathetic tones a story of the frightful and constant nagging to which he had been subjected at home. Unable to endure it longer, he had gone forth and hunted up a bootlegger for himself and drowned his sorrows in the lethal poison such gentlemen sell. The judge rallied to the defense of his sex and saluted all suffering married men as represented in the cowering wretch before him. "Too much nagging," was his verdict. "The man is not to blame. Discharged." And now Chicago will probably report a great increase in the number of thirsty souls picking quarrels with their petulant partners, so that they may soak themselves in liquor without fear of arrest.

Use the Electric Chair

While the electric chair at Eddyville lies idle, for the want of a firm public sentiment to demand its use, three guards died like soldiers in the line of duty at the hands of those who should have been put out of the way of law-abiding people. The tragedy last week at Eddyville is a most convincing argument for the extreme penalty in cases where it is permitted by statute. If Tex Walters and Griffith, two of the desperadoes, had gotten their deserts at the juries' hands, the tragedy would have been averted, and three young Kentuckians would have been spared to labor for themselves and their families, a God-given right.

It has been said countless times, but bears repeating just here, that lack of punishment or inadequate punishment encourages crime. The converse is, of course, true. Prompt and adequate punishment will deter crime. In the Eddyville case it seems that it was quite as important to remove Walters and Griffith from the human sphere as to make of their case an example to others. Both were desperate murderers. Each had several "notches on his gun." Light punishment held no terrors for them, nor did it have any reforming effect. They were fit subjects for the electric chair, and that they should have gotten.

Ain't College Life Grand?

The Student Government Association of Wellesley College — that's a girls' college — decided that the Saturday evening dances must end at nine-thirty p.m. Now the girls themselves are in an uproar. They say the hour fixed is too early. To add to the havoc — like unexpected reinforcements at a great

battle — the Harvard students have announced that they will not attend these dances if a nine-thirty curfew is enforced.

How this problem will be solved only time can tell. Perhaps some Mussolini will arise to lead the girls out of bondage — some little Myrtle or Maggie Mussolini, of course. Or if the Harvard students remain obdurate, perhaps they will starve the Student Government Association into submission. Girls — even college girls — cannot dance by themselves. They need young men to put "pep" into the affair. No young man — no dance. So perhaps there will be no need of a Lady Mussolini. The deadlock will be broken by the "dancing urge."

Mount Orion Park

Mount Orion Park — that is, 120 acres of land on the top of the promontory, more than half of the mountain — has been offered the city of Uncoris free of charge. It is one of the finest and most scenic park sites in the state. The city did not accept it; but any other city in the whole world would have accepted it, had it lain so nearby and near their gates. The truth is, one little human bunny has an ambition to control all the parks, municipal, county and state, in Big-Bertha distance of the City of Uncoris; and just because his rabbitship could not rule, he set to work to ruin, just what he has always done with everything on which his hands have fallen that did not lead to his own coffers — the Cape Sanel waterway, the glass factory, Mount Orion Park, and a number of other things which we shall mention when the time arrives. It's Cottontail's fault that we have no Cape Sanel waterway, no glass factory, no Mount Orion Park, no athletic grounds, no war ships. How long are we going to allow Cottontail to peel the bark from the trees of municipal progress?

Southern Railway Fours

So favorable has been the demonstrated earning power of the Southern Railway in the past year or so that there is widespread confidence in the outlook for this property and in the dividend prospects for the stocks. If the stocks have an indicated earning power sufficient to justify such favorable expectations as to their profit-disbursing possibilities, then the bonds of the road should be entitled to classification among the lower priced bonds that are attractive at the present time.

The company has outstanding a four per cent issue of bonds that mature in 1956, which are selling currently to yield in the neighborhood of six and a half per cent if held to maturity. These refunding fours, which are very well secured, sold several points above their current price last year. Any substantial activity in the rail market should cause them to advance considerably above the present level. It is believed that their interest can be considered reasonably safe.

Watch for Wells

If proof were needed of the tireless enterprise of the Hearst organization and of its continuous effort to furnish its readers the best service that is available, that evidence is provided by the acquisition of H. G. Wells as a regular contributor to the Sunday editions of *The Post-Intelligencer* and other Hearst papers throughout the country. Mr. Wells is indisputably the greatest living user of our English speech. He will comment upon current affairs in his characteristic fashion. One who has made the past history of the world available to a mass of persons not usually serious readers will certainly win millions to the weekly reading of history in the making. Watch for Wells in next Sunday's *Post-Intelligencer*.

Sarcastic

The editor of *The Winship News* applied carbolic acid to his typewriter and thumped off the following:

"The *Calder Journal*¹ editor classes the editor of this great symposium of truth and democracy as a crepe-hanger. And come to think of it, we're guilty. Last year in our mild and unassuming way we assisted the political undertaker in tying a ribbon of deepest black on the political aspirations of one Miles Poindexter, friend of Newberry and *The Journal* editor. This year, if the Lord spares us till September and we don't founder on tariff-protected sugar at prosperity prices, we will help perform the same kindly service for the hopes of whichever one of the seven varieties of Republican gets the congressional nomination in June. We extend a special invitation to *The Journal* editor to attend the obsequies."

Harris Extends Invitation

Addressing the stockholders of the Anaconda Copper Mining Company, Mark Harris, of Buffalo, invites them to write to him for a special analytical report which he offers them without the slightest obligation or expense. Very often these free propositions turn out to be extremely expensive. In our opinion Harris should be the last person to whom stockholders should come for advice or guidance. Once he gets them to address him, they will become the target for his importunities to become his clients. Harris's letterhead states he has been over twenty years in business. But during that time, what has he done to beget confidence that he is a conservative adviser to follow or broker with whom to do business? What we do know is that every corporation whose stock Harris sold eventually had to hang out the crepe, announcing its demise as a successful enterprise. As he is not a member of the New York Stock Exchange, it is inconsistent for investors to buy securities on it through him.

¹ A competitor of the editor quoting the editorial from *The Winship News*.

E. The following editorial was printed in a metropolitan newspaper. The page immediately preceding the one on which this editorial appeared, was taken up wholly by an advertisement of *The Literary Digest's* nation-wide poll of readers on the proposed plan for reducing taxes. Discuss the probable effect of the editorial on readers of the paper.

Yes or No

The nation-wide poll on the question of reducing taxes on incomes taken by *The Literary Digest* is a timely and commendable enterprise. The well-known periodical is splendidly equipped to make such a test of public opinion as to determine beyond doubt the wishes of the American people. The results, which will be announced weekly as the returns come in, will be watched with interest.

The reputation of *The Literary Digest* for fairness inspires public confidence in the integrity of the poll. That it will be impartial and truthfully reported goes without saying. The returns should give accurate information concerning what is in the minds of the American people.

The plan proposes a staggering amount of clerical work. Ballots will be sent to 15,000,000 voters. When one considers that fewer than 27,000,000 persons voted at the last presidential election, it will be seen that more than half the electorate will have opportunity to express opinions on the absorbing question of reducing taxes. The results of the general election were compiled in thousands of precincts throughout the country, while the returns from the informal poll now being taken will be tabulated by *The Literary Digest's* force of experts.

The ballots call for a "Yes" or "No" vote on the Mellon plan for lightening the burden of taxation. With the ballot is sent an explanatory letter, setting forth Secretary Mellon's contention that taxes cannot be reduced if Congress enacts a soldier bonus bill. The statements of Mr. McAdoo and Commander Quinn of the American Legion, who favor a different plan which they aver will cut taxes and pay the bonus, too, are also inclosed. No attempt is made to influence opinion. The voters will have full knowledge of all the facts and they can register their opinions with absolute freedom. To insure the secrecy of the ballot, no request for signatures is made. One ballot is sent to each person in the 15,000,000, so that there is no opportunity for repeating or for duplication.

The poll will be useful in showing Congress the plain trend of public opinion. Doubtless if representatives and senators knew what a majority of the people wanted, there would be no hesitancy about putting the tax reduction question to a vote immediately. There would be less concern about the political effect and less anxiety about legislative records. Being in politics, congressmen know that their tenure of office is likely to be longer when they conform to the people's wishes. Congress doubtless will hail the informal poll with joy.

No public question within the last few years has aroused such general interest as the proposition to lighten the burdens left over from the war. When Secretary Mellon showed how it could be done, there was a widespread demand for prompt action. The approval of the Mellon plan by President Coolidge gave great impetus to the movement. A great referendum on the tax question should settle the matter beyond doubt. The tabulation of the first 107,145 votes will be found in this week's issue of *The Literary Digest*.

F. Might the following editorial have been written about any other personage than a world character? Might an editorial similar to this be published in a newspaper about a local man recently deceased?

Lord Northcliffe

Northcliffe's "official" biography is now published. When you look back over this life, does it not seem remarkable to you that it was a life which exerted so little influence? Lord Northcliffe was an extraordinary man; his talents were certainly far above usual talents. He admired Napoleon, eccentrically copying the famous *N* signature; and he had the tricks and manners and something of the mental outlook of a Napoleon. But men with a good deal less than Napoleon's genius have departed from the world, leaving it somewhere altered for their having been in it. Northcliffe changed nothing, neither for better nor for worse; he brought in nothing; it might in this sense be said that he made no mark, and this neither in the world of affairs nor in his own profession. He developed certain modern conditions he found to his hand, but he made none; he bought newspapers, but he built up no Northcliffe newspaper; the *Comic Cuts* and *Tidbits* and *Forgetmenots* were no different by reason of Northcliffe, only more: *The Times* under his ownership was merely, and not pre-eminently, *The Times*.

Northcliffe was a man of considerable character; he proved sound under the terrible testing of the war; he attached promptly and instinctively to the right cause, and never wavered therefrom; the sturdy opinion of his press was an unfailing and substantial aid in the struggle against Germany. But it was never the leadership Northcliffe's personal qualities would have seemed to promise. Is it not a little disturbing to reflect that the most prominent man of our time in the profession whose very *raison d'être* is influence, should have been one who has left no more impress on men's ways and thoughts than any ordinarily successful man?

G. The following editorial appeared in a metropolitan paper during a period of severe business depression. Discuss the editorial from a standpoint of both news and editorial policy. Would the editorial tend to inspire readers with confidence in the paper?

Now Is the Time to Buy

The Times doesn't ordinarily advise its readers when they shall and shall not buy. It assumes they are as shrewd judges as itself of values and know when the right time has come to make their purchases. It is moved at this time, however, to drop a hint to its readers to make a closer study than usual of retail prices, because if they do, they will be convinced, as it is convinced, that now is the time to buy.

It's a fact that retail prices in this city at the present moment in innumerable instances are lower than replacement cost plus operating cost. In other words, after figuring the usual percentage of expense for operation of his business, the price the merchant would be compelled to pay in the open market would represent a total in excess of the price at which he now is quoting his goods. He is doing his bit, in this, undoubtedly to get things started locally. In cooperation with retailers the country over, he is helping general business to speed up. He is to be praised for his effort. But the fact remains that his drive opens up a big vista of opportunity for the shrewd and informed Ultimate Consumer.

Of course, a campaign of this kind necessarily will be limited in duration. Even with the best intentions in the world, the conservative and successful business man will or can go only so far in this direction. Hence the friendly admonition of *The Times* to its readers, some of whom have delayed purchasing in order to obtain the benefit of the lowest possible prices. They need only to scan the quoted prices of retail stores to know that further delay would be poor business judgment. All they ever can expect to obtain in the way of reduced quotations on goods can be had now. Now is the time to buy!

H. The following story, boxed, was published on the front page of at least two of the Hearst newspapers. Discuss the probable effect on reader confidence in the editorial columns of the papers publishing the story.

Hylan Considers Hearst Greatest Living American

PALM BEACH. — At a dinner given by Mayor and Mrs. John F. Hylan last night in honor of William Randolph Hearst, the mayor made a short speech in which he said: "I consider William Randolph Hearst the greatest living American. He does more for the cause of humanity than any other individual in the United States. If it wasn't for Mr. Hearst and his papers, the plain people of the country would be more extensively exploited by the money interests than they are being at the present time."

I. Discuss the following editorial as a matter of editorial policy:

A Correction

In an editorial discussion appearing in these columns in the issue for January 5 it was stated by inference that Schuyler B. Patterson, then in charge of publicity for Harvey Fisk and Sons, Inc., New York bankers, was responsible for the story given to the press, that Pliny Fisk, nationally known financier, was returning to his desk after having been in retirement nearly four years. Further investigation shows that while Mr. Patterson was then in charge of the publicity of the firm and was present at the time the story was given the press, he nevertheless took no part in the discussion of the announcement of the coming return of Pliny Fisk, which was made in its entirety by an official of the company. We therefore wish to correct in the minds of our readers any impression which might have been gained that Mr. Patterson disseminated to the press information of an unverified character.

J. The following editorial appeared in *The University of Washington Daily*, published in an institution that has fifty or more chapters of national fraternities and sororities. Comment on the editorial as a matter of collegiate newspaper policy.

Zeus, Look What You've Done

Up there on Olympus, Zeus, 'way up there on that dizzy height, on your throne of gold and jewels, you look pretty proud of yourself. You look pretty smug and satisfied. Down here on this campus, Zeus, down here at Washington there is a student. He is looking at you — wondering. What have you got to be so proud of? Why should you feel so vainglorious? This student wonders.

What did you ever do? You are the father of the Greeks, the father of a system. The father of a system which makes its members proud and vainglorious and superior like yourself, Zeus. A system which offers good fellowship and friends, and then ruthlessly denies them unless one conforms and smothers all originality and personality. A system which takes honest freshman girls and makes them into suspicious, sophisticated, scheming women — women who crowd back the good and display the poorest in their natures. A system which tolerates good because its members are afraid to do bad, "because folks talk" — but would rather do the bad. A system which suffers the beautiful, but lets it starve and prefers the vulgar and the sordid and the ugly. A system in which honesty is qualified by intrigue, and the hand of welcome has claws behind its plump, complacent cushions. A system where intellect is laughed at, and achievement is discounted. A system where ideas are abominated and one who thinks is a freak. A system where men must have money and cars and soft, sticky personalities to "get by," and where women must be rouged and a little bit

naughty lest they be "sad eggs." A system where it would be easy to be kind, yet where it is more satisfying to be cruel. A system that is artificial and in the end unhappy for those who live under it.

Why are you so proud, Zeus? What have you done to be so smug? You have retarded happiness — true happiness. You have been cruel, heartless — and you seem to be proud of yourself, actually proud. This student who looks at you, Zeus, he used to live outside your system. He used to look at you with adoring eyes — until he got within. He was lucky on the outside, but he did not know it. He thought he was lonesome. He was never so lonesome as now.

Be proud, Zeus, proud and smug. Your little Zeuslets will read this and sneer at the student — sneer and jeer and laugh — and worship you. But some day they will understand, Zeus. They won't admit it, but they will understand — some day.

K. Comment on the effectiveness of the satire in the following:

The Purloined Wreath

Had it been any other state save Kansas the barb had not sunk so deep. But the pitiful fact is that a California poet, seeking to celebrate in song the virtues of the golden commonwealth, indiscreetly appropriated a rhymed tribute to Kansas, paid these twenty years gone by. One could not say he plagiarized. That term is far too mean for the magnificent gesture with which the bard claimed the poem, by the simple device of substituting California for Kansas. He took the verses to *The Times*, and all Los Angeles read 'em at breakfast. They were darling.

All Los Angeles included a loyal daughter of Kansas, far blown from cyclone cellars and tall sunflowers. Memories of youth welled in her; a mist suffused her eyes; she gasped and sought her treasured scrap book. As she had suspected, the hazardous scamp had pilfered almost word for word a song of yearning for the broad prairie and had adapted it to the greater glory of California. In subsequent explanation *The Times* was concise and dignified. Fortunately, its editors did not make the mistake of apologizing. But to think that it should have been Kansas!

Sweeter to me than the salt sea spray, —
And the fragrance of summer rains;
Nearer my heart than these mighty hills —

California? Ah, no, gentle reader, not California! Kansas! Kansas with the haze of autumn blessing its brown expanse. Kansas illimitable in the purple dawn, near and magical in the soft darkness of a night in spring. Kansas with a wild rose loosely caught in her hair. By no means was it California.

Yours is a name I have idly traced
 With a bit of wood in the sand,
 The name that, flung from a scornful lip,
 Will make the hot blood start....

What name, prithee? California? Not by a jugful of that clear brew that once made Kansas famous among the sisterhood! Not California. Kansas! — *Portland Oregonian*.

L. Comment on the effectiveness of the satire in the first paragraph of the editorial, *A Moonshine Romance*, on page 330.

CHAPTER XVII

A. Following are the contents of the editorial pages in different metropolitan newspapers on a single day. Comment on the variety and breadth of interest of each page.

Chicago Tribune

Editorials

Essington for Governor

Labor's Principles

Commending a speech by the president of the International Pressmen's Union.

Mayor Dever's Quandary

Comment on a speech by the mayor of Chicago.

“Editorials of the Day”

A quarter-column of editorials clipped from Illinois papers.

“A Line o' Type or Two”

The regular daily “colum.”

“How to Keep Well”

A health column by Dr. W. A. Evans.

“Friend of the People”

A column of legal advice.

“From The Tribune's Columns”

Clipped news of ten and fifty years before.

A Cartoon

Two by five, at top, right-hand corner of the page.

“Voice of the People”

Letters from readers.

“Unprepared”

An illustrated joke taken from *London Opinion*

The Spokesman Review

Editorials

Judge Hill Is “Pizen” on Property Rights

Comment on a speech made by Congressman Hill.

No False Leniency for Women Criminals

Well Said, Lloyd George

Comment on a speech by Lloyd George.

How Science Pesters an Ancient Institution

Comment on a reported effort to make hens lay two eggs a day.

Outlook Good for Brisk Trade This Winter

Reference to national trade.

"The Necessity of Work"

Popular Essay by Dr. Frank Crane.

"The Right Word"

Answers to questions regarding correct English.

"Laugh With Us"

A quarter-column of illustrated jokes.

"Facetious Fragments"

The regular daily "colylum."

"Service Department"

Answers to miscellaneous questions.

"Listening in on Eve"

A popular, humorous essay.

"Twenty Years Ago Today"*Is the Volstead Law Popular?*Editorial reprinted from *The New York Evening Post*.

Two columns of financial advertising, pyramided from the bottom, right-hand corner of the page.

The Courier-Journal**Editorials***Graves' Centenary*

On the centenary of Graves County, Kentucky.

Unhappy Pinchot

Criticism of Governor Pinchot of Pennsylvania.

Deplorable

Plea for more funds for state insane asylums.

General Allen's Diary

Discussion of Franco-German relations.

*Little Orphant Annie*Human interest editorial occasioned by an article in *Farm and Fireside* on the return of Mrs. John W. Gray, original of Riley's "Little Orphant Annie," to the scene of the poem in Indiana.**"Just Among Home Folks"**

Popular comment on contemporary American verse.

"Do You Know?"

Questions and answers of a general informational nature.

"My Favorite Stories," by Irvin S. Cobb**"The Point of View"**

Letters from readers.

"The Guide Post"

A regular sermonette by Henry Van Dyke.

A Cartoon

Three by nine, at top, right-hand corner of the page.

"An Onlooker in Washington"

Political comment from the national capital.

"Grins and Groans"

A quarter-column of jokes.

The Detroit News

Editorials

Fellow Citizens, Here's Your Chance

A plea to citizens of Detroit to vote at the coming local elections.

The Attack on Lloyd George

Condemnation of New York hoodlums for attacking Lloyd George while a guest of America.

What Do You Know About Texas?

Praise of *The Galveston News* for information given about Texas in a special trade edition.

Shall Detroit Take in More Territory?

Discussion of the wisdom of voting in favor of annexing more territory at the coming elections.

Big Cities Have the Same Troubles

Comparison of traffic problems in Detroit, New York, and London.

We'll Wag the Jaws of the World

Human interest editorial on the amount of chewing gum exported from the United States,

"Little Alarm Clock"

Verse.

"Under the Spotlight"

The daily "colyum."

A Cartoon

Three by five, at the top of the fifth, sixth, and seventh columns.

"By the Way"

A column and a half of popular informational articles.

"Wolverines"

Pithy paragraphs about Michigan men and affairs.

"The Public Letter Box"

Letters from readers.

"Pointed Paragraphs"

Syndicated epigrams and wisdom paragraphs.

B. The editorial pages of local papers may be taken up for study and criticism from a standpoint of content, typography, and general make-up.

CHAPTER XVIII

A. The following editorials appeared in small-town papers. Were the subjects handled in the most effective ways possible?

Inexcusably Sloppy

If there is any reason why the City of Montesano or the Washington Coast Utilities, to whichever the duty belongs, cannot afford to put a new washer on the public drinking fountain at the corner of Main and D Streets, in front of the

Healy Market, we should like to have it explained to us. It has been in its present condition of spilling over the walk for months and both members of the city administration and representatives of the company have had it called to their attention. It reminds us of a housewife who consistently fails to wash dishes or to make the bed. — *Montesano (Washington) Vidette.*

Horses Starving

The law of God, the law of the land, and the laws of humanitarianism have been violated on Guemes Island by whoever has had charge of the John Kolb estate, in so far as two poor old horses were concerned, which were left out to starve and suffer, when it is a fact that shortly before he died, Mr. Kolb purchased hay for their keep during the winter. However, the old horses were left out on the commons, contrary to law, to pester the neighbors, break down fences, and finally to starve to weakened skeletons. It is said the hay was sold which they should have eaten. People who treat stock like that are worse than infidels, have no music in their souls, no love of dumb animals in their hearts, are void of humanitarianism, and "fit only for treason," and we hope, in due time, will be ushered into the smoke-choked and hissing sulphuric valley of hades, "unwept, unhonored and unsung." — *Guemes (Washington) Beachcomber.*

B. The following was published as a news story in *The Warrow Journal*. Warrow and Rayway are rival towns eight miles apart. The editors consequently are competitors. Should the following story have appeared in the news columns of *The Warrow Journal*? Should it have appeared in *The Journal* at all? How should the information contained in the story have been handled by the editor?

Telegraph Company Resents Unfair Remarks

Mr. and Mrs. Leo Capter, who are in charge of the Western Union telegraph office in Rayway, which also serves Warrow, say that the criticism of their service, printed in last week's *Bee* is untrue and unfair. They have asked *The Journal* to present a true statement of the facts.

The Bee, in telling the story of the drowning of Joseph Mofter in Seaview, June 5, made the statement that the news of the sad accident was sent from Seaview Wednesday evening and did not reach Mrs. O. N. Johnson in Warrow until about Thursday noon. Mr. and Mrs. Capter exhibited the telegram itself to *The Journal* editor. It shows that the dispatch was filed in the Seaview office at 8:35 Thursday morning. It reached the Rayway office at 8:55. No address was given in the message and all the telegraph office could do was to call a number of

Johnsons in Warrow, in an effort to locate Mrs. Johnson. Mrs. Johnson has no phone; so the message was delivered at 9:55 by getting in touch with Mrs. Adolf Sohn, who is a daughter of Mrs. Johnson. Thus the message was delivered to Mrs. Johnson just one hour and twenty minutes after it was filed in the Seaview office.

Both Mr. and Mrs. Capter are young people, trying their best to make good. They are not acquainted with the people in Warrow, and when telegrams come without an address, all they can do is start some detective work on the phone. If a person is listed in the phone book, they reach them immediately. But with many messages they have to call a half-dozen or more persons in Warrow before they can get a trace of the party sought. Mrs. Capter spends a good part of her time at the phone in just this manner, trying to get some clue to parties not listed in the phone book and not well known about town.

Warrow wants a telegraph station of its own, and probably will get it some day. But misstatements and unjust criticism will not hurry the improvement, but will rather delay it.

C. Comment on the appropriateness of the following editorials in small-town papers:

The Small-Town Girl

One of the greatest reasons for divorce lies with the men. They do not know how to pick the girls to make their wives. They laugh at and pass up the "country cousin," the girl from the small town, and marry the carmine-lipped girl with the dangling earrings.

That is the first step usually to the downfall of their marriage. If a man wants real happiness in matrimony and a home, the small-town girl is the one he should marry.

Solving the Farmer's Problem

As long as farming is conducted in its present haphazard fashion, there are bound to be problems confronting the agricultural community. The farmer is blaming everybody but himself; and yet he is to blame. His fault lies in not conducting the farming business in accordance with economic law. And just as surely as there is a violation of that law, a penalty has to be paid, and the farmer is now paying it. We speak of the farming industry, and properly so, because it is an industry, although we forthwith proceed to differentiate it by speaking of it as agriculture as distinguished from the manufacturing industry. As a matter of fact, farming is a commercial proposition as well as an industrial proposition. And if the same business methods were applied to it that are applied to manufacturing, there would be a very different tale to tell.

A manufacturer is constantly on guard against overproduc-

tion. It is true he has a better chance because he can instantly cease production, and furthermore, he turns over his capital several times a year, while the farmer ordinarily has but one chance a year. Yet, even so, he does not take full advantage of conditions by planting less after a period of heavy production and depression of prices. A manufacturer not only regulates his output according to demand, but seeks to produce the particular thing most in demand. Business men are careful not to proclaim to the world that they are bankrupt, or to allow others to do it for them, for fear of injuring their credit. Yet for a long time we have been hearing over and over again that the farmers are bankrupt. The business man as a rule does not carry all his eggs in one basket, but the one-crop farmer does. The business man interests himself in scaling down the cost of production and studying the best methods of manufacture. We referred a few days ago to the experiences of wheat farmers in the Northwest, who were able to increase their yield from 8.2 bushels to the acre to 30 bushels by a little more careful preparation of the ground.

In other words, the farmer who is a business man besides, who considers himself an industrialist in the sense of making the most of his industry by the use of skillful methods, does not have to turn to the government for relief — a relief which neither this nor any other government can provide. The government cannot provide markets where none exist; it cannot provide credit for a buyer who has nothing to base it on; it cannot buy the crop because there is not money enough in the treasury to do it; it cannot fix prices because prices are regulated by the exportable surplus; and where there is no surplus, there is no necessity for fixing prices. A reduction in freight rates will not solve the problem, because the freight expense to the farmer is but eight per cent of his total; and a reduction of twenty-five per cent, while it would starve the railroads, would make a difference of only two per cent in his expense, an amount too small to make the difference between profit and loss.

There is only one remedy for the farmer, and that is to use better methods in the production of his crops — to realize he is a business man and an industrialist. Let him study his markets in advance so as not to overproduce; let him use the best methods of cultivation so as to obtain the largest return on the labor expended; and above all, let him stop running to the government, which is an endeavor to unload his own mistakes on the taxpayers at large.

We Were Correct

The Star has no desire to kick up a country row at this or any other time. It is our fervid belief, many times expressed in this column, that not only the county, but the entire state must work together and silly pettiness be obviated if this state is ever going to become what it is possible for it to be. Nevertheless it must be stated that cooperation does not mean

that the small communities and their needs are to be entirely overlooked and discounted. Two weeks ago we wrote regarding the need for a highway passable at all times of the year, by which the people of East Harbor County can get to the western portion of the county at all times of the year. At that time we suggested that the people of Komo and Greenville, and especially the newspapers, were not interested in this matter.

That was a deduction. Now we feel assured it was a correct one. Not a word has been said on this important subject by any lower Harbor paper during the last three months. It therefore is to be assumed that the people from this part of the county are unwelcome in Komo and Greenville, and that such shopping and the like as they find it impossible to do in Morso, Elso or Parkville, the merchants of the lower Harbor towns desire them to do in one or another of the Harbor communities. It is to be presumed that the newspapers express the sentiment of the community and their contempt for east end trade of any sort is but the reflection of that of the community.

Setting a Good Example

This man cut the weeds and grass which grew on the street in front of his residential property. He and his family expended much effort and care in beautifying his garden. It was trim and neat, and gay in flowers. Turning the eye from the garden to the ragged, dusty, weed-bedraggled sidewalk, it sort of spoiled the picture. You have experienced the feeling of disappointment many times. So this man did not wait for the city to clean up its property. He cut the street grass in front of his house.

Did it pay him? It did. His garden and the appearance of his home were improved fifty per cent. The picture is now complete. No law could have been passed that could have compelled him to cut the grass on the street. He was a law to himself. He saw the way to add to the improvement of the locality and took it. He was well compensated for doing so.

Why spend all the effort on the garden inside the gate and leave the outside — the forefront — of the picture ugly and uninviting?

“Small-Town Stuff”

An oft-repeated phrase is, “Small-town stuff.” You hear it in the streets, in the trolley cars, in the stores, and everywhere you go. “Small-town stuff” has become a by-word that greets you on all sides at all hours of the day.

But the man or woman in the small town who is making both ends meet and is laying by a dollar for either a drought or a rainy day, can afford to smile audibly at some of the big-town stuff being staged in the cities these strenuous days. Some of the brightest men and women in the big cities today are the product of the small town. President Coolidge has done pretty well since he left the old farm in Vermont. And we might

name a dozen others offhand who have sprung to greatness from the agricultural districts of the country.

“Small-town stuff” indeed! It is the stuff of which great men and nations are made. — *Williamsport Sun*.

D. What is the chief criticism to be made of the following editorial?

Banker Blanton's Baby Buried

The whole city of Jefferson is mourning with Mr. and Mrs. Josef Blanton this week over the death, Monday night, of their baby, Jimmy, from spinal meningitis. We know how vain it is to gild grief with words, and yet we wish to say something that will ease the hearts of these fond parents. Here in this world, where life and death are equal kings, all should be brave enough to meet what all the dead have met, and we know Mr. and Mrs. Blanton will, too. The future has been filled with fear, stained and polluted by the heartless past. From the wondrous tree of life the buds and blossoms fall with ripened fruit, and in the common bed of earth patriarchs and babes sleep side by side.

Why should Mr. and Mrs. Blanton mourn because of that which will come to all that is? We do not know which is the greater blessing — life or death. We cannot say death is not a good. We do not know whether the grave is the end of this life or the door of another, or whether the night here is not somewhere else a dawn. Neither can we tell which is the more fortunate — the child dying in its parents' home before its lips have learned to form a word, or he who journeys all the length of life's uneven road, painfully taking the last slow steps with staff and crutch.

Every cradle asks, “Whence?” and every coffin, “Whither?” The poor barbarian, weeping above his dead, can answer these questions just as well as the robed priest of the most authentic creed. The tearful ignorance of the one is as consoling as the learned and unmeaning words of the other. No man, standing where the horizon of a life has touched a grave, has any right to prophesy a future filled with pain and tears.

Maybe that death gives all there is of worth to life. If those we press and strain within our arms could never die, perhaps that love would wither from the earth. Maybe this common fate treads from out the paths between our hearts the weeds of selfishness and hate. And we had rather live and love where death is king than have eternal life where love is not. Another life is nought unless we know and love again the ones who love us here.

They who stood with breaking hearts this week around the little grave of Jimmy Blanton need have no fear. The larger and nobler faith in all that is and is to be tells us all that death, even at its worst, is only perfect rest. We know that through the common wants of life — the needs and duties of each hour

— their grief will lessen day by day, until at last their grave will be to them a place of rest and peace — almost of joy. There is for them this consolation — the dead do not suffer. If we live again, their lives will surely be as good as ours. We have no fear. We are all children of the same mother, and the same fate awaits us all. We, too, have our religion, and it is this: Help for the living — Hope for the dead.

E. The following appeared as a news story in a country paper. Is it a news story? Is it an editorial? How should the editor have handled the information and opinion contained in the article?

Professor Oistad Resigns

Professor S. O. Oistad, superintendent of the local school, has resigned his position here and B. P. Wilcox, formerly of Bearcreek, Mont., has been appointed to his place.

The foregoing was an announcement by the School Board this week. While the announcement comes as a surprise, it has been known for some time that Mr. Oistad wished to quit educational work to enter other fields. The resignation will take effect at the end of the present school term, when Mr. Oistad and his family will move to another city, where he will enter business.

The resignation of Professor Oistad evidences the passing from local school life of an instructor whose work and influence as an educator have long been felt and appreciated by the patrons of the district. His going will be much regretted.

Mr. Oistad took charge of the schools in the year 1908, at a time when they were of a standard little if any higher than a country school, with practically nothing in the nature of libraries, laboratories, supplies, and equipment necessary for scientific and higher educational work; and out of this, in a comparatively short time, he has built and maintained a four-year accredited high school which ranks with the best in the county.

His administration has witnessed and been largely responsible for the erection of the beautiful Andrew Johnson High School, a structure which is a credit to the town and the district. He was influential in uniting the Winlock school and the surrounding small schools into one large district, thereby consolidating much valuable property, incorporating the financial wealth of the whole territory into a larger working capital under one administration, cutting expenses to a minimum, preserving resources, and making it possible to conduct and maintain a higher standard of schools, with better facilities, to the benefit of all districts concerned.

Mr. Oistad's untiring effort in behalf of higher educational standards has marked him as a progressive educator of ability throughout the Northwest. The loss of him and his family to the community, where they have made a host of friends, will be keenly felt. All will join in wishing them happiness, success, and prosperity in their new home and business undertakings.

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